

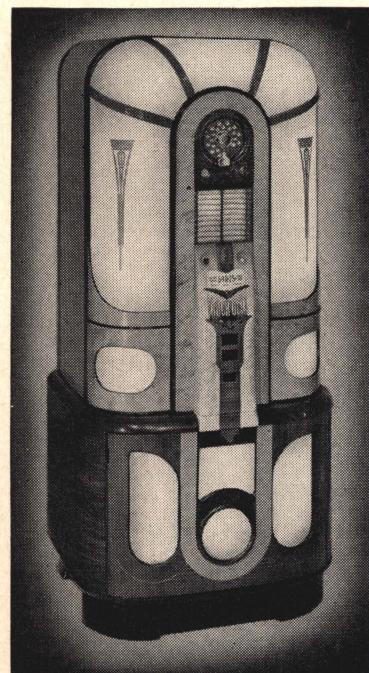


*Annual
Arcade
Number*

The COIN MACHINE REVIEW • MARCH 1943



★ TWO PORTRAITS ★



The 1943
COMMANDO

... and both of them important subjects in today's scheme of things. The portrait above is of a fighting Commando—those rough and ready fighting men of the United Nations who have established a new high for ingenuity in tackling the toughest assignments of modern warfare. Hand-picked men of skill and daring—the Commando is trained to get results against the Axis.

The second portrait, on the left, is the

1943 ROCK-OLA COMMANDO

named in honor of the daring Commando soldiers. In this—the only new phonograph being offered for 1943—the music men of the West have a superior instrument, designed and built to command the best locations; to get profitable RESULTS for the music operator.

LIBERAL TERMS and TRADE-IN ALLOWANCES

I am offering the new 1943 ROCK-OLA COMMANDO at a price that you can't afford to miss. Compare our new 1943 COMMANDO prices with those of late model Used Phonographs before buying.

Operators in Southern California have purchased over TWO CARLOADS in January. It's a well known fact that the new 1943 COMMANDO is the outstanding buy for the duration.

NEW 5c-10c-25c BAR AND WALL BOXES AVAILABLE

New and Used Wired Music Central Stations, Cabinet and Lock-Out Bar Boxes. Complete stock of Rock-Ola parts. Also stock of Wired Music Parts.

See Our Large Stock of USED MACHINES
ROCK-OLAS—SEEBURGS—WURLITZERS
Thoroughly Checked and Ready for Location

We are interested in purchasing Phonograph Routes
where ROCK-OLAS predominate!

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Parkway 1179

Los Angeles, California

The 117th Consecutive Monthly Issue of the *Coin Machine Review*

MARCH, 1943

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BIG ARCADE SEASON AHEAD



Walter D. Newcomb, Jr.

Newcomb Buys Pier

SANTA MONICA, Calif.—Purchase of the Santa Monica Pleasure Pier was announced here March 2 by Walter D. Newcomb, Jr., Santa Monica business man and Arcade operator, who has been operating the Pier under a lease arrangement. The consideration was around \$400,000.00.

Newcomb is the owner of the Funhouse and merry-go-round on the Venice Pier and operates the Pier Gift Shop and Arcade on the Santa Monica Pier.

In acquiring the Pier from the Security-First National Bank with the idea of developing it after the war into an attraction for tourists and convention visitors, Newcomb said: "Wartime restrictions make it impossible to do anything about improving the pier now but it certainly can be built up into an outstanding tourist attraction.

"At present there are 55 business firms located on the property including seven

(See NEWCOMB, Page 4)

1943 Season Looks Best Ever for Nation's Penny Palaces

By Aaron Goldstein

NEW YORK—The greatest year in Arcade history is just ahead! These are the combined opinions of the largest Arcade operators in this area and the general feeling filtering into Gotham from the balance of the country.

What stands behind such opinions and why are the seasoned Arcade owners so positive that the 1943 season will be the industry's greatest? Curiously we sought out the big-wigs of the business in this sector and asked for an interpretation of the reports we had received. The answer was simple:

Americans want the simpler form of amusement, they are tired of picture shows where death and war films comprise the cinema meal, they long for the outdoors and economical pleasures. The Arcade is the answer to each of these desires. Then too, the presence of men in uniform, on small salaries, has a contributing effect in most areas. All in all there can be little doubt but what 1943 WILL be the biggest Arcade year in history.

What about equipment? A nationwide survey by THE REVIEW brought to light the fact that ample equipment is available to take care of the ordinary needs of the present season. There are considerable quantities of Arcade pieces in the various jobbing establishments and a very limited amount of new pieces in storage that will help bridge the gap to victory. Trading is becoming a popular practice in the Arcade field and it should be widely encouraged for machines unprofitable in one location might be bell-ringers in another and in this fashion two operators can solve an equipment problem.

So important has the Arcade business become that Associations are now trying to hold together and establish operating ethics for these new groups of business men. Here in New York the Arcade Owners Association has been formed and embodies in its membership the owners and operators of the larger and better Arcades in the New England States. Al Blendow,

(See ARCADE SEASON, Page 4)

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Important Notice

For the duration of the War the Los Angeles offices of THE REVIEW will be open from 12 a.m. to 4:00 p.m. only each day. Switchboard service will be from 10 a. m. to 4:30 p. m. and the offices will continue to close all day Saturday.

**THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST TEN YEARS!!
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!**

Reconditioned

ARCADE and LEGAL EQUIPMENT

A.B.T. CHALLENGER	\$ 17.50
A.B.T. MODEL F. TARGET	11.50
A.B.T. JUNGLE HUNT (Like New)	25.00
ADVANCE SHOCKERS	12.50
BALLY ALLEYS	22.50
BINGO	5.00
CANDY MACHINE (STEWART McGuire) (12 Selections) (Walnut)	39.50
CANNON BALL	11.50
CHICAGO COIN HOCKEY	189.50
CIGARETTE MACHINE (MILLS) (Double)	42.50
CIGARETTE MACHINE (STEWART McGuire) (10 Column) (Walnut)	69.50
CRYSTAL GAZER (1c HOROSCOPE)	25.00
DAVAL BUMPER BOWLING (6 Ft.)	29.50
ELEC. DEFENSE GUN, 1c SHOCKER (New)	29.50
ELEC. DEFENSE GUN, 1c SHOCKER	15.00
ELEC. WIZARD	75.00
EXHIBIT IRON CLAW	39.50
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GOTTLIEB TRIPLE GRIPPER	12.50
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HOLLYWOOD GRIPPER	7.50
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INTERNATIONAL PHOTOMATIC	575.00
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KEENEY TARGETTE GUN (Jap Head)	75.00
KEENEY SUB GUN	162.50
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KEENEY TEXAS LEAGUER	31.50
MILLS PANORAM	259.50
MT. CLIMBER (GROETCHEN)	129.50
PHOTOSCOPE COUNTER MODEL	10.00
PINGO, 1c	8.50
PIKES PEAKE	12.50
ROCKOLA TEN PINS	49.50
SHIPMAN SELECT A VIEW AND BASE	37.50
SHIPMAN SELECT A VIEW	25.00
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2823 Locust St.

St. Louis, Mo.

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NEWCOMB

(Continued from Page 3)

restaurants and wartime travel restrictions seem to have increased rather than decreased, the volume of business they are doing.

"For the past four years I have operated the Arcade on the Pier," said Newcomb. "Business has been very good this year and I have great hopes that it will improve even better after the war."

ARCADE SEASON

(Continued from Page 3)

of Elnomer Arcades, is president and heads an impressive list of officers. On the coast a similar Association has been formed and is reported on elsewhere in this issue.

To the Arcade owners and operators of America—the men who make worthwhile, wholesome entertainment available at a small price—and to those who make up the service staffs of these vital morale building institutions—we present, with pride, this Arcade Annual of THE REVIEW.

IF YOUR REVIEW IS LATE

Each month THE REVIEW is mailed from Los Angeles in what would normally be ample time to reach you after the regular publication date. If your REVIEW is late, it is because of conditions beyond our control. Despite the fine job the overloaded transportation systems are doing, all kinds of deliveries in wartime are uncertain. Military supplies must take precedence over civilian shipments.

* * *

Hard-Boiled Boss: What! Are you writing your personal letters on the company's time.

Flustered Steno: No, on the company's stationery.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Report from the Camp

(Fourth in a series of letters from Harry Bortnick, REVIEW Correspondent, now at Fort Totten, New York)

In these war times it is most likely that the folks at home think soldiers only drill, march, shoot and practice for the war tactics in which we all eagerly hope to eventually participate.

But though these duties are still our primary task—and we realize it, always we still retain a desire for relaxation and a memory of our civilian problems. Two of these are now my greatest worry—for I'm helping to form a Regimental Band and also trying to help some of the boys file their income tax forms.

These two widely separated assignments are typical of the work which I'm handling in the Special Service Office. Our assignments are as varied as the duties of any group which attempts to provide entertainment and aid a large group of energetic, hard-working boys whose lives are centered around the thrilling task of soldiering.

Last week I spoke to Herb Mitchell just long enough to bid him good-bye before he departed for a new location. Unfortunately we were unable to meet but your former associate editor and former Philly correspondent have a date to get-together "after the duration" and I'm sure it will be a gay and happy occasion.

Our work has centered on the task of making recruits into vets and the non-coms have accomplished wonders with us. We now handle guns with ease and feel almost a personal relationship for the machines. A soldier recognizes rapidly the importance of his weapon after shooting a few times and we've achieved a rapid liking for our guns. Especially the "coons hunters" and "squirrel shooters" who gained medals for their marksmanship.

That's the news from here for now but please ask the folks at home to write to their boys in uniform. We still want mail and letters are eagerly awaited.

Private Harry Bortnick

* * *

Frank: Do you believe that ignorance is bliss?

Art: Why?

Frank: You seem happy.

"NATIONAL"

CIGARETTE AND CANDY MACHINES

No new machines for the duration and the demand for late model used machines is getting greater than the supply. Don't wait too long if you need equipment, as defense plant installations are absorbing the market. The supply is limited, but we can furnish the following:

NATIONAL	ROWE	DU GRENIER
9-30 Cigarette Units	6 & 8 Col. Imperials	7 Col. "S" Units
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9-50 Special Units	Royals	7 Col. VD Units
6-18 & 9-18 Candy Units	10 Column Presidents	9 Col. WD Units
		9 & 11 Col. Champions

All machines thoroughly reconditioned and finish guaranteed.
(Some repainted or original finish O. K.)

Buy with confidence. We handle nothing but cigarette and candy equipment.
Factory Zone Office for National Vendors, Inc., St. Louis, Mo.

WEIDMAN NATIONAL SALES COMPANY

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FOUR WEAR-PROOF MONEY MAKERS!

GRAND CANYON →

REVAMPED FROM YOUR
OLD DOUBLE PLAY
OPERATORS PRICE \$159.50

ARIZONA

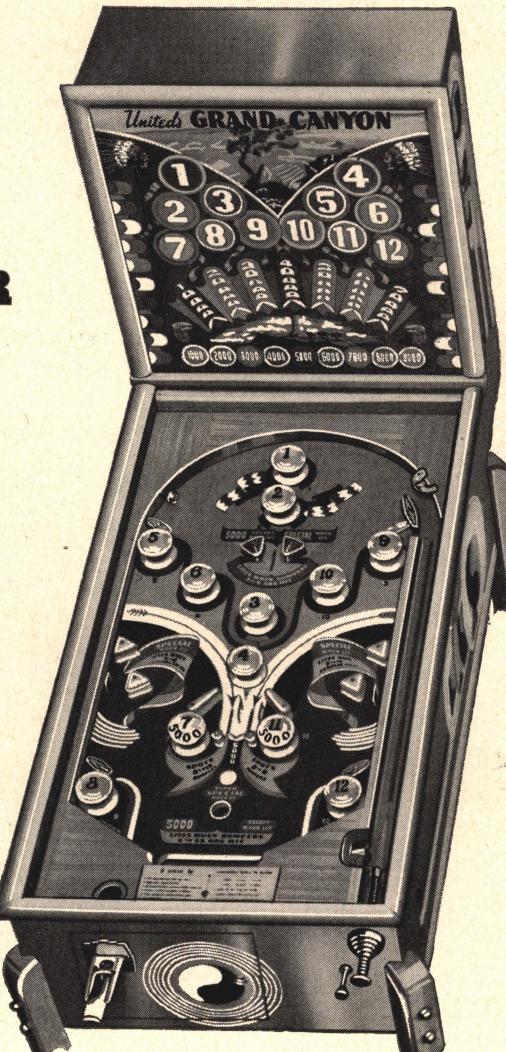
REVAMPED FROM YOUR OLD
SUN BEAM
OPERATORS PRICE \$165.00

SUN VALLEY

REVAMPED FROM YOUR OLD
SUN BEAM
OPERATORS PRICE \$139.50

MIDWAY

REVAMPED FROM YOUR OLD
ZOMBIE
OPERATORS PRICE \$139.50



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WEST COAST OPERATORS
SEE AND PLAY THESE POPULAR SERVICE-FREE GAMES AT . . .
ADVANCE AUTOMATIC SALES CO.
1305 HOWARD ST., IN SAN FRANCISCO
AND
PAUL A. LAYMON
1503 W. PICO BLVD., IN LOS ANGELES

BUY U. S. WAR BONDS AND STAMPS

United MANUFACTURING COMPANY
6123 N. WESTERN AVENUE CHICAGO, ILLINOIS

NOTICE TO OUR CUSTOMERS

Due to the acute shortage and increase in the cost of materials, we are forced to make a slight adjustment in our rates on refinishing work effective April 1, 1943. All parts will be charged for extra and we shall continue to render one week service on refinishing slots.

All equipment fully insured while in our hands.

COIN MACHINE SERVICE

R. E. REEDER

1070 Thompson Ave., Glendale, Calif.
Citrus 3-3721

Parina Doing Well

SAN FRANCISCO—According to Dick Parina, R. A. Parina & Co. are enjoying a nice business on their reconditioned cigarette machines being offered operators exclusively through advertising in THE REVIEW.

"We've had several ads on our machines in THE REVIEW," said Dick, "and the volume of business has been very pleasing. In each ad we have carried our famous money-back in 30 days guarantee and we have yet to refund on any machines we have sold. This certainly speaks well for the condition of the machines we are sending out to our customers.

"We enjoy reading THE REVIEW and think it is the finest monthly trade publication in the Industry."

New Penny a Headache

WASHINGTON—The Treasury Department is receiving protests from penny machine operators and organizations to the effect that the new Lincoln penny, made of steel and zinc, will not properly operate in most penny devices equipped with slug ejectors for the new metal combination will be thrown out by the ejectors.

It is estimated that there are in the neighborhood of 3,000,000 such penny devices in the country and the operators maintain the new penny will ruin their businesses should the coin be given wide circulation.

Machines Ordered Returned

PHILADELPHIA—Another victory for the marble table operators was chalked up here on February 9th when Judge Byron A. Milner in Quarters Session Court ordered the return of 91 of a total of 102 machines confiscated by the police in March of last year. The ruling stated that only 11 of the machines could be properly classified as gambling devices and be destroyed and that the remaining 91 should be returned to their owners.

The Milner decision ended litigation of nearly a year, during which time the machines made frequent appearances in court as attorneys sought to prove that they were not gambling devices. In deciding the issues Milner relegated machines employing registers and "knock-out buttons" to the gambling category and stated that machines paying off in free games are not illegal.

This new decision favoring the operators follows closely on the heels of a reversal of opinion on the part of the Pennsylvania State Supreme Court which opened the way for the return of marble games to operation.

Operators hailed the two decisions as resuming a lush era of operating for locations are begging for equipment in storage since last March.

PROFITABLE → SIDE LINE ← FOR OPERATORS

SELL OUR "SLAM the AXIS"

Post Cards and other timely novelties to stores. Steady, repeat orders. Large profit!

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• DIFFERENT ITEMS AND DIS- •
TRIBUTORS' OFFER.

D. ROBBINS & CO.
152 W. 42nd St., New York, N. Y.

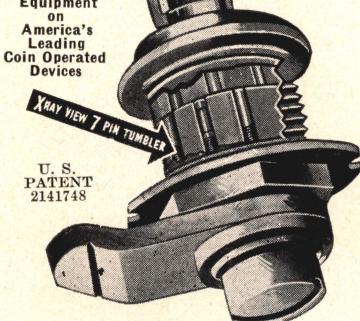
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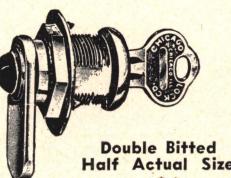


While War Work limits our supplying the big demand for Chicago Locks, we will be glad to serve you as long as we can with . . .

Locks . . . for new equipment and replacements . . . Ace Locks, Single Bitted, Double Bitted Locks . . . Padlocks, too . . . All Chicago Locks insure "UTMOST Security"!

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Style and Speed!

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● ARCADE MAINTENANCE IN WARTIME

Free Hayrides from end of carlines, USO donated Phonographs with free service; and an unprecedented service department spells money for this enterprising operator of Seven Arcades.

by James Prosser

IT would take a demon statistician to list the number of problems which faces the Arcade operator who has made up his mind to conduct his business at a reasonable profit and at the same time help with the war effort to the fullest extent. That it is entirely possible to solve these problems in the face of shortages, restrictions and the necessity of changing methods of operating an Arcade has been conclusively shown by Carl Tripple, president of the Ideal Novelty Co., of St. Louis, and operator of seven Arcades in the area.

drives, Civilian Defense work, and many other wartime activities. It has meant an intelligent approach to the problems posed by various shortages whether it be manpower, equipment or vital materials. It has meant the "burying of the hatchet" in regards to petty rivalries and has resulted in a more cooperative attitude all around.

Departmentalized Units

Typical of Ideal's Arcades is the one in Chain of Rocks Park. It is in operation from May until October each year. The equipment is departmentalized and has been

arrived at after careful study and much calculation as to its effectiveness. The Athletic Department has four main types of equipment; which consists of Grippers, Punching Bags, Weight Lifters and Strength Testers. These are one centers. The one cent pinball department is never allowed to drop below fifteen machines. In this department also are as many new or recently rebuilt pintables as are available. These are nickel operated. There is a Fortune Telling department made up of Love Meters, Horoscopes, and the like. There are one cent machines but there are also in this department other card vendors that are equipped for two cent play. The Ray Gun department consists of sixteen units that are regulated for one cent play and six units that are fixed for five cent play. One ten cent play Panoram is prominently displayed and comes in for heavy play. One phonograph is equipped for one cent play and this has a switch that can be regulated for free play by the floorman. There are also numerous games such as Hockey, Baseball, Soccer and Baskeball, that are fixed for one cent and two cent play.

Coin Needed is Important

"A most important thing to consider when placing a particular piece of equipment in the arcade is whether it should be regulated for one cent, two cent, or five cent play," says Carl Tripple. "I have found that unless the equipment is reconditioned at regular times the ordinary five cent units will have to be cut to one cent. That is why our service and repair department has been built up to the size that it is," he added.

Mechanic Shortage Problem

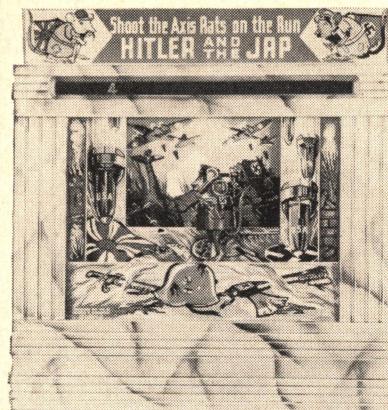
A big problem is the shortage of mechanics but here is how Tripple is meeting it. He has what he calls a roving crew of mechanics who do not stay at any one certain spot longer than is necessary. Formerly the mechanic acted as collector, messenger, and a sort of an all around man but this has been stopped. The mechanic does nothing else but service equipment at one Arcade and then moves on to another.



ABOVE: Inviting front of the Ideal Penny Arcade at Chain of Rocks Park, St. Louis, Mo. Neon lights illuminate the front and the sign atop the building. RIGHT: Interior of the same Arcade. Windows are wisely used to convey feeling of being outside while patron is inside the Arcade.

Solving these problems meant doing things that were unthought of during peacetimes. It entails the use of hayrides from the end of the streetcar line to one of Ideal's Arcades; it has resulted in Ideal placing an automatic phonograph in each of the U.S.O. Centers in the area gratis with servicing taken care of by Ideal with no charge; it has meant the establishment of a service and repair shop at the company's main office which is five times bigger than it was during peacetime; it has meant long hours and the expenditure of much effort in helping with bond drives, scrap





CHICKEN SAM OPERATORS "THE VICTORY MODEL" "AXIS RATS ON THE RUN" A POSITIVE SENSATION

Entirely new figure and scenery. Convert all your Chicken Sam and Jailbird machines to the Victory Model, and enlarge the cash box.

No expense has been spared to make this the finest conversion built. Samples sold with money back guarantee.

A new wooden fiber figure and wooden legs. Figure reverses showing Hitler on one side and a Jap on the other. New scenery and streamer in 16 colors furnished with each unit. All units thoroughly checked ready for easy installation. For complete unit, F.O.B. San Antonio. Terms: 50% with order — payment in full saves C.O.D. fee.

\$15.00

DELUXE JAP CONVERSIONS FOR BALLY SHOOT THE BULL BALLY RAPID FIRE

\$15.00 each with new scenery.
Bona fide distributors, write.
Manufactured exclusively by

Harold W. Thompson
(Seeburg Distributor)
415 Carolina St. SAN ANTONIO, TEX.

This system allows him time enough to service about four times the number of units that he formerly did. Condition of equipment is telephoned into the main office and the mechanic works out of there. Women are employed to do the "odds and ends" work now. Where formerly it was common practice to have two change booths, one at each entrance, Tripp's Arcades feature one centrally located glamorized change station. Whenever qualified women are unavailable for this job it is turned over to a man who is up in years or physically handicapped. You will always find several youngsters around the service and repair department at Ideal's main office being broken in by the older mechanics. Ideal has found that these youngsters help immeasurably when working under the wing of an older mechanic.

No New Equipment Problem

Another big problem that faced Tripp was the shortage of new equipment. He has solved this by establishing a first class service and repair shop in the main office, complete with every kind of mechanical device for repairing old broken down units and staffed by a crew of first rate mechanics and their helpers. This shop is also departmentalized; it consists of a paint shop, electrical shop, parts replacement storeroom, woodworking department and an art work studio. A regular system has been set up whereby each and every piece of equipment is classified as to its location, its condition and the history of its earning ability. Each unit is studied closely for the purpose of determining at what price play it will operate most profitably. A new paint job, a new playing field, or new art work and decalcomanias with plenty of red, white and blue have been found to do wonders with a shopworn unit. In the rare cases where a machine has been "condemned"

each and every part is carefully salvaged and put in stock for future repair work on other equipment.

Selecting Locations

Another problem is determining what is and what is not a suitable location for an Arcade. The Ideal Novelty Co. makes it a point to keep away from a spot that is heavy with vehicular traffic and short on pedestrian traffic. "We simply don't get any business from people who whiz by in an automobile," says Tripp. "We try to locate near other amusement attractions, such as recreation parks, roller rinks, theatres, and any section that passes for a 'Gay White Way.' That it is entirely possible to set up an Arcade and have it draw from every strata of society for its patronage has been conclusively shown with the opening in downtown St. Louis of a swank establishment that has interior appointments and architectural features that rival those of the picture houses, cocktail lounges, and recreation parlors in the neighborhood. The Arcade occupies a store building fronting on Sixth St., one of the most congested thoroughfares in respect to foot traffic in the city.

"This represents a desire on our part," says Carl Tripp, "to attract customers from every income group, just as the moving picture industry has done." The conviction that Tripp felt about the way the public would react to an Arcade that was given a location at a heavy foot-traffic point and equipped with completely modern features has been proved entirely right by the smartly dressed crowd that streams thru the doors with no let up. So many fur-coats, jewels, officer's uniforms are in evidence that one day the cashier remarked that it looked like the Veiled Prophet Ball . . . a traditionally important St. Louis social event.

CLEVELAND COIN'S TRADING POST

2 Bally Rapid Fires.	\$185.00
8 Slap the Japs, latest.	135.00
1 Shoot the Chutes.	135.00
2 Shoot the Bulls.	95.00
4 Tom Mix Guns.	65.00
1 Marksman Gun	65.00
1 School Days.	65.00
1 Exhibit Twin Gun Range.	175.00
1 L. D. Ten Strike.	50.00
5 Bally Alleys.	50.00
1 Skeeballette	69.50
3 World Series.	105.00
1 Deluxe Western Baseball.	89.50
3 1939 Western Baseballs.	79.50
5 Batting Practices.	110.00
2 Genco Playballs, latest.	175.00
5 New Poker & Jokers.	119.50
1 Ropp Baseball.	125.00
3 Mountain Climbers.	165.00
2 Chester Pollard Golf Machines.	75.00
1 Chester Pollard Football Machine	85.00
1 New Bean'm.	85.00
2 Planatellus 10c	125.00
2 Groetchen Metal Typers.	65.00
1 Scientific X-Ray Poker.	115.00
1 Mystic Pen Fortune Teller.	165.00
1 Latest Type Tommy Gun.	165.00
1 Exhibit Inverted Type Punching Bag.	175.00
3 New Model Horoscope Fortune Tellers, 5c	135.00
1 14-Foot Rockball	125.00
4 PACE 10c coin operated and completely automatic 45-foot DUCK PIN ALLEYS, complete	
1 A. B. T. Rifle Sport, complete with 8 Arrow-matic Rifles, one center and two side targets, one air compressor and motor, steel bearings, paper cartridges and all the necessary rubber hoses and couplings.	
Any quantity of A. B. T. Steel bearings, per thousand.	
All of our equipment is in excellent shape and condition, thoroughly checked, cleaned and wherever necessary marble glowed.	
1/2 deposit with all orders—Balance C. O. D.	
\$2800.00	
\$ 2.25	
350.00	
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85.00	

CLEVELAND COIN MACHINE EXCHANGE

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Cleveland, Ohio

Prospect 6316

RADIO TUBES

FOR YOUR PHONOGRAPHS, PANORAMS and GUNS

INSTRUCTIONS Send No Deposit. All shipments go forward express COD.

DESCRIPTION: Familiar brands in INDIVIDUAL CARTONS. RCA, Tungsol, Sylvania Van Dyke, Raytheon, Philco, GE, Delco, Art, Zenith, Arcturus, Emerson, National Union, Kenrad, etc.

WARNING: Start saving your old tubes—"tube for tube" may soon be required.

6SC7 TUBE: We have given up even attempting to furnish. 7F7 is a perfect substitute by simply changing sockets. Over 1000 already sold as substitute for 6SC7. Ask your Radio Technician, or write for our comparative characteristic chart.

TUBE	NET	TUBE	NET	TUBE	NET	TUBE	NET	TUBE	NET	TUBE	NET
1B5/25S	\$1.35	6A6	\$1.65	6H6GT	\$1.15	6R7G	\$1.15	7F7	\$1.65	37	\$.90
1N5GT	1.35	6B5	2.00	6J5	.95	6R7GT	.95	This 7F7 is perfect		38	1.15
1Q5GT	1.65	6B8	2.00	6J5G	1.05	6SC7		substitute for		41	.90
2A3	2.00	6B8G	1.35	6J5GT	.95	6SC7GT		6SC7; Necessary		42	.90
2A4G	2.40	6C5	1.15	6J7	1.35	6SF5GT	1.05	socket change		45	.85
5U4G	1.05	6C5G	1.05	6J7G	1.15	6SJ7	1.15	is 15c		47	1.15
5V4G	1.65	6C5GT	1.05	6J7GT	1.15	6SJ7GT	1.15	2051	5.00	56	.85
5W4	1.15	6C6	1.05	6K7	1.15	6SK7GT	1.05	25A7G	1.65	57	.95
5W4G	.95	6F5	1.15	6K7G	1.15	6SQ7	1.05	25A7GT	1.65	58	.95
5W4GT	.95	6F5G	1.15	6K7GT	1.05	6SQ7GT	1.15	25L6	1.65	70L7GT	2.00
5X4G	1.15	6F5GT	1.05	6L6	2.00	6U5/6G5	1.35	25L6G	1.35	75	.90
5Y3G	.75	6F6	1.15	6L6G	2.00	6V6	2.00	25L6GT	1.15	76	.95
5Y3GT	.75	6F6G	.95	6N7	1.65	6V6G	1.35				
5Y4G	.80	6F6GT	.95	6N7G	1.65	6V6GT	1.15	30	1.05	79	1.65
5Z3	1.15	6F8G	1.35	6N7GT	1.65	6X5	1.65	31	1.05	80	.75
6A4	1.65	6H6	1.15	6R7	1.65	6X5GT	1.05	32	1.35	83	1.35

COIN
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BACK ORDERS: We don't back order—we cancel. A Postcard to you later will advise when we can fill if you re-order promptly.

METAL TUBES: Practically none reach us. We substitute glass for the metals you order. We list the metals to avoid price confusion on the few we do sell.

YOU
CAN
HELP US

You can help us continue this service to the coin trade if you will: 1. Advise in case any coin tubes are omitted from the above list. We will stock immediately. 2. Advise us in case your local tube distributor has a surplus of any of the above types.

W. R. BURTT

"The Coin Tube Man"

308 Orpheum Bldg.

Wichita, Kansas

While Still Available —

BALLY CLUB BELLS

ORIGINAL CASES — FREE PLAY AND AUTOMATIC PAYOUT — LATEST MODELS
SINGLES \$299.50 FIVE OR MORE \$289.50

BUY NOW — You'll want to pay \$100 more for them and won't be able to get them later on.

ARCADE EQUIPMENT

(Guaranteed as good as new)

BALLY KING PINS.....	\$159.50
GENCO PLAY BALL.....	149.50
ROCK-OLA TEN PINS.....	49.50
SKEE-BALL-ETTES	59.50
KEENEY ANTI AIRCRAFT.....	44.50
SCIENTIFIC BATTING	
PRACTICE (good as new)	99.50
CHICAGO COIN HOCKEYS..	175.00
SKY FIGHTERS	245.00

PHONOGRAPH EQUIPMENT

RECONDITIONED 1501 ROCK-OLA WALL BOXES	\$ 19.50
RECONDITIONED 1502 ROCK-OLA BAR BOXES.....	19.50
NEW 1501 ROCK-OLA WALL BOXES (equipped with mechanism to use on COM-MANDOS)	35.00

**NEW ROCK-OLA MODERNE
TONECOLUMNS (only) 60.00**

**NEW ROCK-OLA GLAMOUR
TONECOLUMNS (only) 100.00**

**NEW ROCK-OLA SPECTRA-
VOX TONE COLUMNS
(only) 120.00**

**NEW DIAL A TUNE HEADS
FOR STANDARDS OR DE-
LUXES (only) 22.50**

USED PHONOGRAHS & PHONO DEALS

**USED SPECTRAVOX & MON-
ARCH 5-1501 Wall Boxes....**

1-1502 Bar Box.....\$349.50

**1 ROCK-OLA DELUXE, R.C.
5-1501 Wall Boxes.....**

1-1502 Bar Box..... 329.50

**PRICES SUBJECT TO CHANGE WITHOUT NOTICE
TERMS: 1/3 DEPOSIT, BALANCE SIGHT DRAFT OR C.O.D.**

1 ROCK-OLA DELUXE

**5-1501 Wall Boxes.....
1-1502 Bar Box..... 322.50**

1 ROCK-OLA STANDARD, R.C.

**4-1501 Wall Boxes.....
1-1502 Bar Box..... 310.00**

**ROCK-OLA SUPER with
Adapter**

**4-1501 Wall Boxes.....
1-1512 Bar Box..... 375.00**

SEEBURG VOGUE

**SEEBURG HI TONES, R.C.
9800's**

**SEEBURG MODEL 8800,
R.C.E.S.**

WURLITZER 600 R..... 132.50

WURLITZER 500

159.50

**Cruse & Peacock, recently was married to
Lt. Joseph M. Lyon of Portsmouth, Ohio.**

**Two future "big butter and egg men" are
operators Fred McClure and Clyde Atkins.
They have bought a farm 12 miles outside
the city limits.**

**A long and cheerful letter was received
from H. M. Crowe, former manager of
R & A Distributing Co., and now in the
Navy. He is stationed on an island "some-
where close to where there's fighting."**

**Local operators are enjoying unusually
good business. Equipment and records are
scarce and getting scarcer but so are men
to service the machines and change records
so things about balance up. Most operators
have all the business they can possibly look
after. Reports are exceptionally good on
phonographs and cigarette machines.**

**The distributors are making some nice
profit trading, repairing, and renovating old
equipment. Several have also taken on
other lines as stop gaps for the duration.**

**Several indoor penny arcades, two of
them large ones, have opened in the City
since Christmas. Most of the machines for
these places were moved from numerous
summer resorts along the gulf and from
Galveston. Much of that lucrative seashore
territory has been taken over by the Military
and will be out for the duration.**

John G. Wright

1635 FIFTH AVENUE

PITTSBURGH, PA.

PHONE: GRant 7818

Houston

HOUSTON, Texas—The Houston operators' banquet and social meeting was held on the evening of Feb. 4th at Southern Select Beer warehouse. Operators Tom Williams, Ernest Gates and Doc Clancy, were hosts and treated the boys to a royal feast of fried young turkey with the trimmings and, of course, a super-abundance of Southern Select Beer.

An Internal Revenue Tax department representative gave some worthy information about national taxes. He explained the Victory Tax in detail as applied to operators and their employees. Victory Tax for operators is payable annually, he stated, while employees of operators would have their tax withheld each payday. Payday might be weekly, semi-monthly, or monthly, but no tax for less than one week should be submitted. He also said an operator

was not required to withhold a tax on the earnings of an employee who worked less than one week; nor was he responsible for any previous earnings of an employee.

"Red" Nelson, Southern Select sales representative who has supervised the preparation and serving of more than a dozen swell feeds for Houston operators the past two years, was compelled to strike a sad note during his usual informal welcoming speech to the group. He said that because of food rationing and as a patriotic duty, his company would, for the duration, discontinue serving food at business or social meetings. He softened the blow some when he added that the hall would always be open to operators for meetings and enough beer handy to wet half a hundred dry throats.

* * *

Alvis Crosson is now office manager of Houston Decca Branch.

Miss Thelma Lorraine Cruse, daughter of Henry Cruse of the operating firm of

ANOTHER MONTH NEARER VICTORY!

—C. E. Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION

PENNY ARCADE HEADQUARTERS SINCE 1895

Manufacturers of Photomatic and Other Famous Coin Operated Equipment

44-01 ELEVENTH STREET, LONG ISLAND CITY, NEW YORK

16MM . . 3 Minute SOUND FILMS

Send For List

LES LORDEN

2422 1/2 W. 7th St., Los Angeles

BUILDING PUBLIC GOODWILL FOR YOUR ARCADE AND YOUR INDUSTRY

The Arcade of Today is the Show Window of the Coin Machine Industry at War. Here Are Ways and Means of Making the Most of Today's Big Opportunity to Build Public Goodwill and Acceptance.

by Fred McKee

Arcade Operator and International Mutoscope Corporation Western Representative

WEBSTER defines an Arcade as a pillared street some times filled with small shops. And from this obvious, Oriental background has sprung a lane or street full of small coin-operated shops and fortune tellers of various kinds, and the modern phonograph takes the place of the minstrel of old in the market place. And in most modern Arcades you will find the same type of beggars hard at their work of asking for alms that the fore runners of our time had to put up with, so we in the Arcade business haven't found a new way to do things. We have just found out that the old ideas, when modernized, can be made to pay large dividends.

Arcades' Responsibility

Now, as then, we people who are operating Arcades under war conditions have a great responsibility to our country. We must be vigilant in seeing that our Service Men are not approached and pummeled for information by kind hearted strangers; that women of the street don't make the Arcade their headquarters; that bootleggers, pimps and perverts don't make a hang-out of our places of business.

You may say "Oh well, these fellows are old enough to know what it is all about"; but stop and think. There are a lot of boys in the armed forces that haven't even begun to shave. Maybe your boy is one of these. Maybe he has just turned 18 and is in. He is your boy, and he is mine too, and I for one am going to try and protect him to the best of my ability.

As an Arcade operator I think I can do more for my country at war than in any field I might enter, by giving our boys and girls in the service, clean, wholesome, low cost entertainment and protecting them from harm with every ounce of vigilance that I can muster.

Display Windows of Industry

You and I, Mr. Operator, are the display windows of the Coin Machine Industry at War. It may be the youngster that some cheap barkeeper has let drink too much that we might have to find a room for and put him in a clean bed, or even bed him down in the back room or take him home. This very same youngster may come back some day to be the head of his American Legion Post or a member of our governing bodies. He might even wind up as the Mayor of Our Town, yours or mine, and he may remember the night that kindly hands cared for him, and that the hands were those of a Coin Machine Man.

Time to Clean House

The Arcade business here in California and throughout the country is coming in for some pretty sour publicity, and I am ashamed to say that we have been asking for it. Stringent laws are being proposed to govern this business here in Los Angeles and in other parts of the country.

There is only one way to fend it off, and that is to clean up our own mess or the Civil and Military Authorities will do it for us.

Some of us seem to have the idea that right now is the time to get the money and give as little in return as possible. Right here is where I think we are all wrong. Our men in service who make up the bulk of our business draw but \$50.00 a month and for this they are laying down their lives, their futures and maybe worse, incurring hopeless invalidism, so why not give them all that they have coming in the way of the fun that we can provide. Let's cut out the gyp games, the cheap come-ons, and the sock-while-they-got-it attitude that so many of us seem to have. If you make it too fast your "Uncle" will take it any way.

If you are an Arcade Operator put more time into finding proper accommodations for the Boys while they are in on leave. Line up your neighbors and other families who will be willing to leave the latch key out for these Boys away from home and in the Service. It will make your heart swell with pride to find out how many people will respond. Don't forget that almost every home now has a loved one in the Service and they are glad to fill his empty bed with some one else's son who may in turn be sheltering theirs. Don't leave it all up to the churches to do. They have their hands full too, and so does the U. S. O. Get the 'phone book out and start in at the first page and let them know that it is the Penny Arcade man who is calling; that you are anxious to see that these boys are well taken care of in clean homes rather than be left to wander the dark streets for lack of quarters. Let the folks in your town know that you are interested in seeing that yours, mine, and their Boys are being looked after rather than gyped in your Arcade, and the folks will see that you stay in business and the Coin Machine business as a whole will be benefitted beyond measure. Then tomorrow, when our gallant boys come home and march down Main Street to the tune of our victory cheers, bear in mind what I have said before . . . some of those fellows are going to make the laws that my business and yours will operate under; and what you and I do today will be the thing that will guide their thoughts when they take over, as they surely will, in your town and mine.

The Child Problem

Don't forget your responsibility in respect to the parents and children of your town. If a child of school age is in your Arcade during school hours find out why. If you are near a school and children are spending money that should go toward buying their lunch put a stop to the practice. And if they have spent their lunch money see to

it that they eat a proper lunch on the house. This is mighty cheap insurance as the P. T. A. can build a hot fire under you mighty quickly.

Watch for men coming in with a small boy or girl or groups of children and spending a lot of money on them. It is very important to check on this sort of thing at once. If the man is a stranger to the child or children get all the information you can on him and call the Juvenile Authorities at once. He may be a pervert and you may save the lives of the children, or child, and do your community a very great service. Bear in mind that these children are your responsibility too, and when the folks in your town find out that you are assuming it, as any right thinking citizen should, you will find that many of your troubles will be over.

Co-operate In War Effort

If you have not already done so, hunt up your Air Raid Warden and offer your services in this field. Attend the first aid classes in your community. Keep your Arcade well equipped at all times with first aid materials and be ready to render first aid. In the event of an air raid you may be called upon to look after several hundred people caught in your place of business. Coolness, in a time like this, results from finding out what to do before it happens. So be sure that you and your assistants get all the dope they can on Civilian Defense.

The war isn't won yet and anything can happen. Be a good citizen. Be ready for it when it does come. Offer your services in every way that you can to help the war effort in your town. Give our Service Men all that you can for as little as you can, and protect them from those who would prey on them. Take a good citizen's interest in the children of your community and you will have a successful Arcade without any headaches; and you will no doubt be doing business at the same old stand when our fighting men and women come home to Our Town and raise a new crop of customers for Your Arcade and Mine.

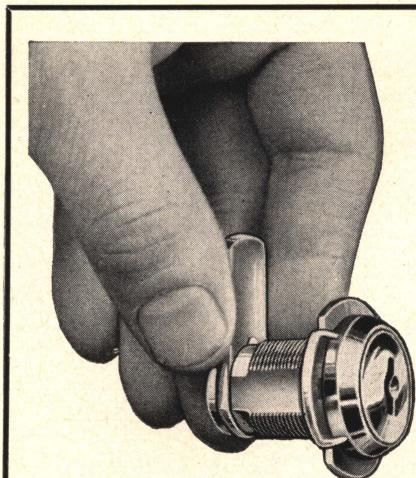
Let us prove through our efforts that the Coin Machine Business is not only a wholesome thing but that it is the most misunderstood business in our whole industrial setup; that the men behind it are not heartless, grasping, chiseling racketeers but people . . . people who have a big place in every community's life.

This is the task that the Industry as a whole has put us to. We are the show windows of the entire Coin Machine Business, and as we go, so goes a great industry. So let's every one of us, in and out of the Arcade business, assist in every way that we can in seeing that these show windows of our great business are properly dressed and kept that way.

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Between your Money ... and THIEVES!

is a tough little cylinder lock, specially designed to resist picking and forcing. ILCO specialized in Coin Machine Locks before the war — and will be ready for your business after the war.

INDEPENDENT LOCK COMPANY FITCHBURG, MASSACHUSETTS

Branches in all Principal Cities

Applaud United Games

CHICAGO—That marble table operators appreciate the thoroughness with which the United Manufacturing Co. refurbishes old games and returns them to operators sparkling as new money-makers is plainly evident when one visits the United factory and sees the heavy shipments of old games arriving and new games going out to all parts of the country.

To follow a game through the United plant is like watching a magician proceed with one of his best demonstrations. Little by little the old game fades away and in its place appears one with its face lifted, its broken parts repaired, its outside appearance altered and improved by new paint and decals, and what's more—a worn out playing idea replaced by a new and different one that will win new customers immediately when placed on location.

In the West Paul A. Laymon in Los An-

geles and the Advance Automatic Sales in San Francisco have been doing a splendid job for United and have shipped a great number of old Double Plays, Sun Beams and Zombies and in turn uncrated new Grand Canyons, Arizonas, Sun Valleys and Midways fresh from the United plant.

In addition to rendering this much needed service to the Industry United is doing considerable war work and adding more and more each week.

New Thompson Conversion

SAN ANTONIO, Texas.—Harold W. Thompson is offering to the trade a new deluxe conversion for Chicken Sam and Jailbird machines known as the "Victory Model—Axis Rats on the Run."

The new conversion unit surpasses any of the previous Thompson units which sold up into the thousands in all parts of the country. The new Victory Model pictures Hitler and the Jap in the form of detest-

able rats. Figure is made of wooden fibre composition and the accompanying scenery is processed in sixteen colors and possesses plenty of flash and eye appeal.

"Our 'Victory Model—Axis Rats' conversion has been shown to several distributors and operators," said Thomson, "and they are exceptionally enthusiastic about the new unit. We have manufactured and sold thousands of units during the past year. Our every best effort was put forth on the new 'Victory Model,' which we are now releasing, to produce a unit absolutely superior to anything ever produced in the past and we believe we have accomplished it.

"I can truthfully say that any Chicken Sam or Jailbird machine converted to the 'Victory Model' will have plenty of appeal to the public and the operator has merely to install the unit and enlarge the cash box for it certainly will get the money."

Robbins Offers New Cards

NEW YORK—Picture post cards have always been fast sellers in retail stores. However, something really new in this field is being offered by D. Robbins & Co., in "Slam the Axis" post cards. The well known artist, Joe Gross, has created a series of six clever drawings, all of a humorous nature, which are being printed in standard post card size. The card will retail at 6 for 10c.

The cards should play an important part in psychological warfare, as each subject "slams the Axis" and helps drive home the fact that only unconditional surrender will satisfy the United Nations. The cards are packed six different subjects in a self-mailing envelope and 50 envelopes in an attractive counter display box.

D. Robbins states that advance orders placed by operators, jobbers and distributors indicates that the sale of the cards will be tremendous.

NEW & USED CONSOLES—ARCADE EQUIPMENT

NEW CONSOLES

Baker's Pacer	\$299.50
Keeney Super Bell 5c Convertible	267.50
Jumbo Parade Convertible	177.50
Bally Club Bell	257.50

USED CONSOLES

Keeney Super Bell 5c Convertible	\$167.50
Buckley Daily Double—used only 30 days—practically like new	400.00
Galloping Dominos—1941 Jackpot model, practically like new	287.50
Bally Club Bell	157.50

Silver Moon	107.50
Big Game	67.50

ARCADE EQUIPMENT

Sky Fighter	\$227.50
Batting Practice	80.00
Bally Rapid Fire	137.50

SLOT MACHINE STANDS

Mills Steel Folding Stand	\$ 5.75
Box Slot Machine Stand	8.75

All machines are offered subject to prior sale.

TERMS: 1/3 deposit; balance shipped C.O.D., F.O.B. Roanoke.

ROANOKE VENDING MACHINE EXCHANGE, Inc.

533 CENTER AVENUE

ROANOKE, VA.

OPERATORS!

Since we insure hundreds of your present and prospective locations as Insurance Supervisors for the Southern California Tavern Association, is it not good business for you to insure with us?

Ask the Operators Who Do So!

Zeigler Insurance Agency, Inc.

541 S. Spring St., Michigan 0961

Specialists—Coin Machine Industry

Los Angeles, Calif.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Chicago Novelty Company — Specials — All Winners!

THE MOST THOROUGH AND COMPLETE "CHICKEN SAM"—
CHANGE-OVER TO "JAP" RAY GUNS—IN THE U. S. A.

"SHOOT THE JAP"

RAY-O-LITE GUNS

\$149.50 1/3 Deposit, Balance C. O. D. \$149.50

Reconditioned Seeburg "CHICKEN SAM" Guns converted to the "JAP" Ray Gun by factory-trained mechanics. Oriental doll and entire inside of cabinet is hand painted by well-known Chicago artist. When we get through the machine in appearance and condition is practically new. Amplifier, tubes, cables and all parts checked and ready for location. Special cash offer. A certified check of \$145.00 will start one of these quick income Ray Guns on the road to you. Cabinets are refinished in a solid blue lacquer with attractive black trim.

PHOTO ELECTRIC CELLS FOR BALLY "DEFENDER" RAY GUNS—Best Quality—
Perfect Cells.....EA. **\$2.95**

#1085A—Photo Electric Cells (Non-Directional) for Seeburg "JAIL BIRD" Ray
GunsEA. **\$2.95**

#44 - #46 - #55 Radio Panel Lamps
(Box of 10).....BOX **.36**

Photo Electric Cells (#CE-23) (Can be used on "Chicken Sams," "Japs," "Chutes," "Rapid Fires" and other Ray Guns).....EA. **\$2.50**

#1489 — GUN LAMPS, G. E. BRAND : : \$1.00 EACH

Radio Tubes For The Coin Machine Trade

TUBE	NET	TUBE	NET	TUBE	NET	TUBE	NET	TUBE	NET	TUBE	NET
1B5/25S	\$.135	6B8	\$2.00	6H6	\$.15	6L6G	\$2.00	6V6	\$2.00	32	\$.135
2A3	2.00	6B8G	1.35	6H6GT	1.15	6N7	1.65	6V6G	1.35	37	.90
5U4G	1.05	6C5	1.15	6J5	.95	6N7GT	1.65	6V6GT	1.15	38	1.15
5V4G	1.65	6C5G	1.05	CJ5G	1.05	6R7	1.65	6X5	1.65	41	.90
5W4	1.15	6C5GT	1.05	6J5GT	.95	6R7G	1.15	6X5GT	1.05	42	.90
5W4G	.95	6C6	1.05	6J7	1.35	6R7GT	.95	7F7	1.65	45	.85
5Y3G	.75	CF5	1.15	6J7G	1.15	6SC7	1.35	25A7G	1.65	47	1.15
5Y3GT	.75	6F5G	1.15	6J7GT	1.15	6SJ7	1.15	25A7GT	1.65	56	.85
5Y4G	.80	6F5GT	1.05	6K7	1.15	6SJ7GT	1.15	25L6	1.65	57	.95
5Z3	1.15	6F6	1.15	6K7G	1.15	6SQ7	1.05	25L6G	1.35	58	.95
6A6	1.65	6F6G	.95	6K7GT	1.05	6SQ7GT	1.15	25L6GT	1.15	6A4	1.65
6B5	2.00	6F8G	1.35	6L6	2.00	6U5/6G5	1.35	30	1.05	70L7GT	\$.200

(2500 - TUBES) — CLOSE-OUT OF NO. 85 TUBES — (2500 - TUBES)

We have on hand for immediate delivery #85 Radio Tubes, #1 quality. Continental and Marvin Radio Tube Company make . . . Close-out price 70c each. (Regular list price 95c.)

THIS NO. 85 CAN BE USED AS A REPLACEMENT FOR NO. 75, WHICH IS VERY MUCH IN DEMAND:

85 CLASS
A
Amp.
75 CLASS
A
Amp.

PLATE
250

CONTROL GRID.
2.0

PLATE CURRENT

Can be used very easily as a 75 tube with just little change. Most sets won't show any difference. Plate voltage on #85—identical as #75.

Chicago Novelty Company, Inc.

1348 NEWPORT AVENUE

CHICAGO, ILL.

WANTED		FOR SALE		FOR SALE	
		PAY TABLES		CONSOLES	
Bally Fairmont	\$330.00	Bally Santa Anita	\$140.00	Evans Lucky Lucre	\$200.00
Bally Turf King	240.00	Bally Grand National	99.00	Evans Gal. Dominoes	195.00
Bally Jockey Club	220.00	Bally Pace Maker	90.00	Evans Gal. Dom., '37"	50.00
Bally Kentucky	150.00	Bally Grand Stand	80.00	Jennings Liberty Bell	35.00
		Bally Thistle Down	75.00	Jennings Flashing Through	35.00
		Bally Fair Grounds	30.00	Keeney Triple Entry	175.00
		Bally Fleetwood	25.00	Keeney Track Time	75.00
		Bally Preakness	23.00	Red Head	90.00
		Stoner Turf Champ	22.00	Bally Big Top	60.00
		Gottlieb Daily Races	15.00	Mills Jumbos, New	60.00
		Western's Center Smash	12.50	Mills Flasher	60.00
		Western's Flying High	12.50	Groetchen Sugar King	85.00

Needed Badly:

Bally Free Play Games
Late Slots
Mutoscope Voice-o-Graph
Wurlitzer's 800, 700, 750

STEWART NOVELTY COMPANY

133 EAST 2ND SOUTH

SALT LAKE CITY, UTAH

● ARCADES GOOD IN TEXAS

Showmanship, Advertising and Rotating of Machines Pays Off

by John G. Wright

Penny Arcades are having a splendid comeback in Texas. Despite wartime handicaps such as dimouts, shortage of skilled help, material, and machines, the penny palaces bid fair to exceed by a large margin the popularity they enjoyed in the early 20's. Most operators believe that unreasonable curfew laws would do most toward retarding progress of the Arcade Industry; and impaired transportation facilities have helped rather than hindered.

A survey of Penny Arcade operations in Houston, Texas' largest city, shows that Arcades operated in connection with other amusements, as in amusement parks, were the most profitable. Next in line were those in theater lobbies, hotel basements, etc., and generally referred to as "Sportlands." Third were the simon pure Penny Arcades, located in buildings of their own and with no other drawing attractions.

The largest and most elaborate Penny Arcade in the city is in the first named group and is operated under management of Lambert Brothers, in connection with Pla-mor park (indoor) in the winter and Playland park (outdoor) during the summer months. Playland park is in the "miles and miles" of high class amusement section of South Main street. Pla-mor park occupies a whole downtown block, completely covered and heated. The Arcade has a prominent spot in the park set-up and gets its share of advertising and publicity.

Charlie Lambert stated that he believed their continued success was due to the connection with the amusement park and a policy of year around advertising. They advertise regularly in the daily papers, local labor publication, radio, and in several magazines and house organs for employees of local firms and industries. He mentioned especially the effectiveness of the employees' magazines as an advertising medium. A number of these papers have a circulation ranging from 5000 to 20,000 readers.

As to the actual operation of the Arcade Lambert practices a reasonable amount of showmanship with a whole lot of efficiency. Equipment should be modern, clean, attractively arranged and always in working order. A machine that can't be quickly repaired is removed. None except slight repairs are made on the floor and no out of order machines are ever in evidence.

An example of the second mentioned, or sportland type of operation may be found in the Uptown building. Here, under one roof are two picture shows, cafe, sub-post office, drug store, beauty and barber shop, a complete center from phonograph records to eye glasses, a parking lot, with a subway under the street connecting with yet another theater. The lobbies, and hallways

are lined with most types of penny machines. Air conditioning and steam heat make the spot attractive all year.

Mr. and Mrs. Grafton Nuckles own and manage one of the simon pure Arcades that is succeeding without added attractions. They find it difficult to get competent help and deal with that problem by doing most of their own repairing before and after closing time.

Mrs. Nuckles said that in her opinion successful operation of a Penny Arcade depended upon having a crowd of old and young men, women, and children from all walks of life. Plenty of light and color in-

side and out with an over all atmosphere of clean, wholesome fun; machines attractively arranged, systematically checked and always in order when on the floor.

A well known distributor made a number of comments on the returning popularity of Penny Arcades and as to why they were practically out for 20 years.

Too many automobiles helped put them out, he said, and a scarcity of automobiles are now helping them back. This section of the country is big and there's lots to do and see. The Arcades with their same old "when you've seen one you've seen them all" line just couldn't stand the competition. A circus does but they only show once a year in the same place. How long would an automatic phonograph pay if records were never changed?

The weather also is to be considered. Even during winter it is mostly out door weather and strictly indoor amusement must be good to get the crowds. Truly indoor weather is so rare that when it does occur, people being unprepared, literally stay indoors at home. Arcades should be attractive enough to get the crowds in fair weather or foul.

Penny Arcades have a place in the amusement world, he concluded, and they will hold it by realizing that they are in a business, and then respecting the fact that

(See TEXAS, Page 16)

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MARCH
1943

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New Conversion Unit only \$15.00. Your old Chicken Sams and Japs become 1943 Models when new "Axis Rats on the Run" are installed. Here is an opportunity to re-establish your old machines as top rapid-fire money makers. Today's wisest investment. Order your sample today. Immediate delivery.

ARCADE EQUIPMENT

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Iteenet's Anti-Aircraft, all refinished, Red, White and Blue	69.50		

MILLS BLUE FRONTS, ALL REBUILT AND REFINISHED MACHINES LOOK LIKE NEW, SERIALS AROUND 400,000

5c.....\$119.50 10.....\$124.50 25c... 50c...\$325.50

Mills Four Bells, factory refinished and like new.....\$425.00

New Mills Jumbo Parades, automatic pay-out, new in orig. crates \$179.50

New Bally Club Bells, combination free play-pay out, orig. crates \$269.50

New Keeney Super Bell combination free play-pay out, orig. crates \$269.50

Reconditioned Bally Hi Hands, comb. free play-pay out, refinished \$119.50

Recond. Super Bells 2-ways, twin 5c or 5c & 25c; look like new.... \$325.00

All prices F.O.B. Los Angeles. Write Milwaukee for Special Prices.
Machines Reconditioned, Ready to Operate—1/3 Cash With Order, Balance C.O.D.

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BADGER NOVELTY CO.

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Milwaukee, Wis.

Space Counts

—USE IT WISELY

If there is any one phase of Arcade management wherein a writer can give advice, stick his neck out, and expect to have it chopped off—that phase is Arcade arrangements. Every Arcade offers a new and different problem for the location, size and shape of premises, number of machines permissible and half a hundred other factors play an important part.

Therefore this brief article shall be general in nature and not preach "what to do" but better still—"how to do it."

In the days before the War a new Arcade operator could get a nice floor plan from the manufacturer or distributor who supplied the equipment he might need. In some cases the manufacturer would prepare suitable front suggestions in addition to providing an acceptable floor plan for the spot the Arcade was to occupy. Today when Arcade men buy their equipment here, there and everywhere, and trade amongst themselves to get the desired pieces, every man is on his own when it comes to arrangement and floor plan and only by a trial-and-error method can many of them determine the most profitable arrangement for their particular store or Arcade.

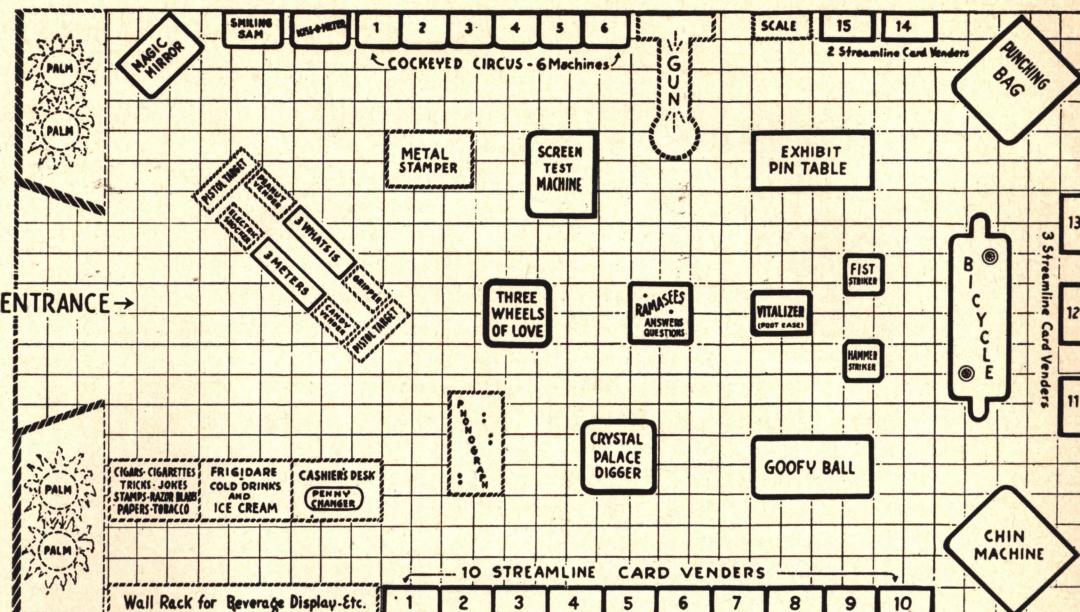
Open Front Desired

Generally speaking the open front type of Arcade is the most desirable for it permits a patron to wander into the Arcade without becoming conscious of an entrance. Attention getting devices at the front and staggered from the front on in will serve as the necessary invitation to bring the customer into the very middle of your spot and get him acquainted with the various other coin-operated wonders awaiting his attention.

Crowd Stoppers Profitable

Crowd stopping devices are as necessary to a successful Arcade as the barker is to the circus sideshow. These machines stop foot traffic; gain the attention and interest of the passerby; and help him stroll on in to your palace of amusement. The various types of crowd-stoppers used throughout the country in the many years of Arcade history would make an article in itself and a very interesting one, too.

Recently a western Arcade man used a dancing negro on top a phonograph to gain attention and found it especially effective. The negro doll unit was mounted atop the phonograph and the figure danced to the records being played. In the Pacific North-



by L. D. Batchelder

west one of the most successful operators of Arcades had his mechanic rig up a banjo playing gorilla which brought the folks in droves. These, and many more, prove that the street pieces, or those closest the entrance, must be unusual, entertaining and capable of inducing people to come into the establishment. Some day in the not distant future, an enterprising individual is going to develop a number of such devices and sign up Arcades to use these machines on a rental basis for a limited period of time. A regular circuit could be organized that would return the originator a handsome profit, and also prove exceedingly profitable for the Arcade operator, too. In this way the Arcade operator would have a new and different come-on attraction for his front at regular intervals.

Smith on Arrangement

Questioned as to the most logical arrangement of a standard Arcade, assuming the store was of square proportions, Perc C. Smith, Manager of the Arcade Division for Exhibit Supply Co. for a number of years, said: "My experience has shown me that each new Arcade is a problem in itself as to how to lay out equipment, depending upon the position of the windows and doors and whether the Arcade is open on the front or on the side, etc. Usually the Athletic machines are placed at the back and the remainder of the machines along the side walls. If there is room, then a row of machines, back to back, placed down the middle of the room. The manager has his cashier's desk in the center of the room and it should be elevated a little so that the cashier or manager can look around over the heads of the customers to see that everything is going along O. K."

The suggested floor plan at the top of this page is one that Smith has been sending out to show the possible arrangement of machines in a store 20 feet by 35 feet. The plan is for a store Penny Arcade and shows a method of converting an ordinary store front into an Arcade. Palms are used in the windows instead of displays and the rear of the display windows is removed to permit street traffic to see into the interior of the spot.

Keep Traffic Lanes Open

One point to keep in mind in interior arrangement is that the machines likely to earn the heaviest play should be scattered throughout the Arcade to provide against a traffic jam-up and blockade of any por-

tion of the establishment. The same holds true on spotting machines at the front of the Arcade as crowd-stoppers. A machine that stops people and does not block the entrance is what is desired and the Arcade manager will spot his crowd-stopper so that this condition prevails.

Ample space should be allowed between units and aisles should be wide so that patrons can patronize the machines without interfering with the liberties of others. It is wiser to have fewer machines and ample room to patronize them than to have an overloaded Arcade and have customers in each other's hair when playing them. Then there should be plenty of light for nothing is more uninviting than a poorly lighted Arcade. With fluorescent lights providing economical illumination it behooves the wise Arcade operator to virtually flood his spot with brilliant lighting.

Today, if your Arcade is located in a high rent district and it almost must be to be profitable, you should carefully plan the layout of your operation, front your Arcade with machines that render an invitation to enter, and utilize profitably and efficiently the interior space you have at your disposal.

Gisser Supplying Arcades

CLEVELAND—The Cleveland Coin Machine Exchange is making a specialty of serving Arcades at the present time and counts among its customers some of the largest Arcade operators in the nation.

Cleveland Coin was organized in July, 1938 and has been forced to move to larger quarters three different times as their business increased. In the pre-war days shipments were made to all parts of the country and many foreign countries and their familiar slogan: "The House That Has It Or Can Get It" became famous in all parts of the world.

"At the present time we are devoting most of our efforts to Arcade Equipment," declared H. H. Gisser, "and we have furnished quite a number of them from A to Z. Despite the scarcity of labor and the war effort we are still able to fill the requirements of Arcade Operators. In addition to the Arcade line we carry a huge stock of cigarette machines, slots, games and consoles and we keep men on the road buying anything and everything that we think the operators can use."

Cleveland Coin is headed by M. S. Gisser who acts as General Sales Manager and his brother, H. H. Gisser, who is floor manager.

COIN
MACHINE
REVIEW

15
FOR
MARCH
1943

SALESBOARDS - 25% OFF LIST

SIZE	NAME	PROFIT	LIST PRICE	SIZE	NAME	PROFIT	LIST PRICE
400-5c	DOLLAR GAME	\$ 7.00	\$ 1.82	1250-5c	KARET KATIE	\$33.64	\$ 6.54
720-5c	INK SPOT	17.58	3.82	1250-5c	SET VICTORY	32.83	8.12
720-5c	LUCKY DOGS	17.28	4.56	1320-5c	3-BAR JUMBO	39.50	7.54
720-5c	LAZEE DAISEE	17.65	4.62	1440-5c	SPEED	35.06	6.76
720-5c	BARRELS WEALTH	15.75	2.94	1440-5c	GOLD NUGGETS	35.74	7.48
800-5c	IT'S IN THE BAG	19.80	3.34	1440-5c	THREE BELLES	27.57	7.64
840-5c	SOCK A HOMER	24.15	3.69	1500-5c	ROULETTE JR.	32.28	8.18
960-5c	GOBS OF JACK	22.51	4.82	1600-5c	THREE BAR JACK	36.04	7.32
1152-5c	PLAY 26 GAME	24.72	6.84				

ALSO MANY OTHER NUMBERS—WRITE FOR COMPLETE LIST

IMMEDIATE DELIVERY—ALL SHIPMENTS EXPRESS C.O.D.

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25 SLOTS
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24's
600's

FRANKEL
SPECIALTY CO.
PHONE 7224 ROCK ISLAND, ILL.

COMPLETE
STOCK
ALL COIN
MACHINES
—
WRITE

St. Louis

ST. LOUIS—A huge Arcade was opened for a one week stand next door to the Loew's Theater in downtown St. Louis to help with the March of Dimes drive recently sponsored by the National Foundation for Infantile Paralysis. Every kind of coin operated equipment was enlisted to help put the drive over. To supplement collections from the patrons of the theater, Loew's management installed over a hundred pieces of equipment in a storeroom next door to the theater entrance and by the time the drive ended the coin operated equipment took in a little more than \$400 and the well outside on the walk took in over \$350. All of this went into the treasury of the Foundation. The machines were in constant operation when the drive was on. The Arcade drew from theater patrons going in and coming out of the show and also from foot-traffic passing by. At the entrance to the Arcade was a coin operated movie and once inside customers were surrounded by pintables, guns, athletic games, card vendors and most every kind of game.

The machines were loaned by the Missouri Amusement Machine Association and the International Showmen's Association supplied the barkers. At least one spieler was on duty at all times with Rex Howe serving much of the time. The Arcade was decorated gratis by a decorating company whose president G. V. Weaver, did most of the work when he discovered all his decorators were otherwise engaged on the open-

ing day. The next day he went into the army. Each member of the Missouri Amusement Machine Association was called upon to donate what machines he could. In one day's time enough machines were offered to fill an Arcade twice the size so the executive committee arranged for an evenly balanced display of machines and accepted those needed.

The servicing of the machines was taken care of by mechanics of the various members of the Missouri Amusement Machine Association. Several mechanics spent a day at the Arcade during the entire week.

Bill Farmer is home on furlough from the army and dropped in to see his old buddies at Ideal Novelty Co. Earl Bowman is another coinman who came into town to tell friends all about the Army Air Corps. Ray Hollenbeck of Ideal announces the arrival of a baby girl on February 21 at the Hollenbeck domicile.

Maurice Singer, father of Sam Singer and Bill Singer, died on February 21. Mrs. Louise Davies, mother of Harry Davies died on February 20. Condolences of the industry have been extended to the bereaved families.

"Red" Kelley, operator of Centralia, Ill., visited local showrooms in late February to purchase equipment. J. R. DeSuzza of Lebanon, Mo., recently called on the trade saying that business was good on his routes. Dale Rymer, accompanied by Mrs. Rymer, came into town recently to visit headquarters. Dale is manager of the Missouri Tavern Supply Company at Springfield, Mo., a subsidiary of the Ideal Novelty Co. Ray Bonnet, operator of Jefferson City, Mo., was in to buy a few Aristocrat Cabinets in Feb-

Profitable PUSH CARDS TO SELL

Cigarettes, Cigars, Beers, Wines, Liquors, Novelties, and all other types of merchandise and items. COLORFUL, QUICK-PLAY MONEY CARDS such as our 240-Hole PLAY POKER with PROFIT of \$8.00. 150-Hole WIN-A-TEN takes in \$37.50, pays out \$26.00 for PROFIT of \$11.50. 100-Hole PUT & TAKE cards; 100-Hole BASEBALL cards with sport terms, etc. All low priced. All in stock now.

Write now for illustrated catalogs to

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W. H. BRADY CO.
Manufacturers
EAU CLAIRE, WISCONSIN
"The Push Card House"

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Brand NEW in factory sealed cases

MILLS FAMOUS OWLS, Special . . . \$119.50

MILLS VEST POCKET BELLS . . . 69.50

Contact us for the following equipment new in factory sealed cases. Vest Pocket Bells, metered, 1c-5c; Q. T. Gold Glitter, 1c-5c; Gold Chrome, 10c; used Blue Fronts, Chrome Bells, new and used Safe Stands, Q. T. Stands.

Shipping every other day GRAND CANYON and LIBERTY

EASTERN SALES CO.

FRED IVERSON
1824-26 East Main St.

JOHN BILOTTA
Rochester, N. Y.

rary. Tom Dunbar, popular mechanic is sick in bed with the flu.

A meeting of the Illinois Phonograph Operators Association was held on Washington's Birthday at the Broadview Hotel in East St. Louis, Ill. Hardy Snyder who had been president of the group was elected executive officer and business agent. He formerly operated the Mecca Music Co.

The meeting was featured by an address by Dan Baum, assistant salesmanager of the Aristocrat Cabinet Co. Carl Trippe, Illinois and Missouri distributor of the Aristocrat Mechanism Cabinet, was on hand to discuss the Cabinet. The talks were enthusiastically received by the assembled members of the group. After the business part of the meeting ended there was a session of cigars, cards and refreshments.

Mr. and Mrs. E. C. Vincent of Cape Girardeau, Co., visited local showrooms in late February; they went home with two Rock-Ola Commandos.

John LaBan postcards regularly to friends here from Camp. Jack Tobin spent a few days in St. Louis recently. He is home on furlough from the Army. He was with the Morris Novelty Co.

One of the most significant things in regard to Arcade management that has taken place since the war started is the change in hours when the crowds are handled. It has been found that between 9 a.m. and 10:15 a.m. there are a lot of defense workers who have just finished the midnight to 8 a.m. shift and are looking for amusement before going home and to bed. Three to four in the afternoon has also proved to be a busy hour. Heretofore the crowd would consist of mostly school boys and girls but now it is mostly defense workers reporting for the evening shift. This change has been carefully noted by Arcade operators here and they are managing the Arcades accordingly. Arcades are getting a more round-the-clock play than formerly and is more than just a trend.

James Prosser

TEXAS

(Continued from Page 14)

successful business is highly competitive. New ideas, changing conditions, public fancies, likes and dislikes, must be known, even anticipated, for they can make or break an amusement business.

Get Slot Booty

SANTA MONICA, Calif.—Wielding a sledge hammer, George G. Bundy, chief deputy of the local city Finance Department, smashed open a group of slot machines seized at the Del Mar Club on Feb. 18 and collected \$473.42 in cash and an uncounted number of slots.

● DOES SUB-LEASING ARCADE SPACE PAY?

Photo Gallery, Novelty Shop and Lunch Concessions Prove Profitable and Ease the "Nut" for the Owners of the Columbus, Ohio, Playland.

by H. E. Everschor

THE Penny Arcade has always been in my blood. When I was a boy, and I am now past fifty, I worked around my uncle's Penny Arcade which was located on the main Street of McKeesport, Pennsylvania. The business always fascinated me and it was here that I was introduced to Concessions within the Arcade for my uncle had leased space to a lunch stand and a lead shooting gallery on a percentage basis.

During the last world war and for the five years thereafter F. W. Witlinger and I operated a Penny Arcade in Columbus, Ohio. We leased space at that time to a photo gallery, a lead shooting gallery, and different pitch concessions all on a percentage basis.

Today we operate the Playland Arcade in

Columbus, Ohio. We have a four story building, 48 by 110 feet, on the main and travelled street in the city. We occupy the ground floor and lease two floors of our building for furniture and storage and one floor to an upholstering shop. We opened here on November 1, 1941 with 92 machines in operation and today we operate more than 200 machines of every type and design. Some are old, some new, and all are clean and interesting to our patronizing public.

Photo Gallery Popular

We lease, on a percentage basis, a post card size photo gallery. And, incidentally, the same operator who was with us during the first war is handling this concession today. This operator makes many identifica-

tion pictures for auto licenses, air raid wardens, defense plants and the like and is making a very good living. To us it is a fine source of additional income and his customers spend many pennies and nickels in our machines.

Lunch Stand Draws Patrons

Our second concession is the lunch stand which is leased on the same percentage basis. Here are served sandwiches, coffee, soft drinks, ice cream novelties, candied apples, caramel and buttered popcorn, candy and ice balls in the warm weather months. This concession has built up a nice business and is operated by a middle aged couple formerly in show business. Needless to say this stand brings many customers to our Arcade and helps cut our overhead.

Novelty Store Pays

Our third big concession is a novelty store which started in a small way and today sells practically everything under the sun. Tricks, pipes, wire jewelry, picture frames, knives, compacts, cigarette cases, watches, clocks, name pins, and almost everything one's fancy might dictate is available. One of our front street windows is used for a display of their merchandise and it is one of the finest crowd stopping displays imaginable. In fact more people stop to examine this interesting window than any other window on the street. Inside the merchandise is displayed and sold from four large, well stocked glass show cases and the operators engrave names on jewelry and write on leather wallets and leather pieces. Romance has stopped, or hesitated, at the jewelry counter in this concession many times to buy diamond engagement and wedding ring sets. This concession likewise helps defray our overhead and brings many, many customers into our Arcade.

Coin Operators Shy

We have tried to follow this same percentage lease procedure in adding a Photomatic picture machine and a cigarette vending machine but in both cases we were unsuccessful in interesting an operator in making the installation and consequently purchased the equipment and installed it ourselves. The picture machine has been a very good moneymaking attraction and we also use the pictures for identification purposes by removing the plastic frame. The cigarette machine, which is the very latest model, is also doing well and shows a nice return.

Sub-Leasing Recommended

We find our concessions pay well, help our business, and keep needed help to assist each other with our operations. We are on the lookout at all times for good, clean money-making showmen who have a proposition adaptable for a percentage operation within our Arcade and we heartily recommend other Arcade men to encourage this outside help in the operation of their business.

The Greatest Mother in the World

LAWRENCE WILBUR

RED CROSS WAR FUND MARCH ~ 1943

COIN
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\$300

CASH FOR YOUR MILLS FOUR BELLS
Serials Over 2,000

\$400.00 FOR MILLS THREE BELLS

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Albany, N. Y.

Shields Joins Mape

LOS ANGELES — Announcement was made here the first of March by L. B. McCreary, local manager of the E. T. Mape Music Co., of the appointment of Percy Shields to supervise the new coin-operated amusement machine division.

Shields is well known in the western coin machine fraternity, having been active in various phases of the business since the early days. Back when the first Contact marble game made its appearance Percy started his coin machine career and since then has been in the manufacturing, jobbing, distributing and operating classifications of the business at different periods. Percy has a wide acquaintanceship in operating circles and his proven buying and selling ability makes him the logical man to handle the new Mape Music Amusement Department.

"We feel exceptionally proud of the fact that we were able to get as seasoned and well known a coin machine personality as Percy Shields to take charge of our new Amusement Machine Section of Mape Music," said McCreary. "It is our intention to develop this branch of our business to the point that we will be able to take care of every equipment requirement of the western operator regardless of what they might be. We have a nice stock of slots, consoles, one balls, guns, and phonographs now on hand to launch this new department and more equipment is arriving daily."

Shields has made several trips through Southern California in recent weeks buying equipment for Mape Music and intends to spend considerable time in the field in the future to keep a never ending stream of equipment filtering into the local office.

All equipment will be thoroughly checked

COIN
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USED CIGARETTE MACHINES

6/26 National.....	\$19.50
6/30 National.....	27.50
6 Col. Rowe Aristocrat	11.50
10 Col. Rowe Royal	75.00
6 Col. Uneeda-Pak "E".....	27.50
8 Col. Uneeda-Pak "E".....	35.00
12 Col. Uneeda-Pak "E".....	67.50
15 Col. Uneeda-Pak "E".....	72.50

GUARANTEE: All used machines on money back guarantee within 30 days after purchase. F. O. B. 156 9th St., San Francisco.

R. A. PARINA & CO.
156 NINTH STREET
SAN FRANCISCO, CALIFORNIA

a Roberts battery with the Recuperator service a year ago and the battery is now on display at the Roberts Battery Co. on West Washington where inspection shows that plates and separators have absolutely no ruinous sulphation or corrosion.

Ralph Rigdon, formerly with Packard Manufacturing Corp., has joined Alpha as district manager for Recuperator in Indiana and to facilitate shipments to the East and Middle West Alpha has opened a shipping department at 230 East Ohio Street, Chicago.

N. M. Cameron, formerly with the Wren Sales Co., Dallas, has taken over the Colorado territory as distributor for Recuperator. Denver is Cameron's birthplace and he looks forward to doing as good a job in his home state as he did when he was in charge of the Recuperator sales for Wren Sales.

Ben Kulick, Buffalo, is negotiating for the New York territory for Alpha. Kulick was formerly with Wurlitzer.

Reeder Insures Machines

GLENDALE, Calif.—No longer need an operator worry about his machines while they are in for repainting and repairing at Coin Machine Service for R. E. Reeder has taken out insurance to protect all machines in his charge at any time.

The complete coverage takes care of, and protects machines from damage by fire, theft, windstorm, earthquake, water leakage and vandalism.

Reeder reports he is busier now than at any time since Coin Machine Service has been in business.

★

Attention Operators

We Are Now Refurbishing and Rebuilding

SPORT PAGE } into "CHALLENGER"
BLUE RIBBON }
THISTLEDOWN } into "RACE KING"
SEA BISCUIT }
GRAND STAND } into "WAR ADMIRAL"
GRAND NATIONAL }
PACEMAKER }
A New and Better Game is Here!
All Games Tested and Proven for Profits

NOTE THESE FEATURES:

1. All paint removed, both cabinets redesigned and refinished like new.
2. Backglass and playing field redesigned and game renamed.
3. Modern new style 23" x 23" backglass and cabinet replacing old style 17" x 23" cabinet and backglass.
4. Playing field panel redesigned and refinished on natural wood.
5. All new moulding and moulding trim on playfield cabinet.
6. All visible metal parts—refinished with sterling silver with baked lacquer to prevent tarnishing.
7. All parts reconditioned—machines put in perfect operating condition and thoroughly tested before shipping.

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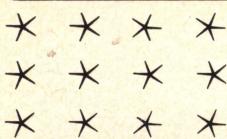
CHICAGO, ILLINOIS

Refurbishers & Rebuilders of

Bally

1-Ball Payout Games

BUY U.S. WAR BONDS AND STAMPS



MUSIC



Sixty-Six Years of Phonographs

By JACK NELSON
Vice-President Rock-Ola Mfg. Corp.

Sixty-six years ago in the year 1877 the birth and development of the phonograph started. Up to that time recorded sound was not known. Most people probably have never realized that it was a great American who developed the first phonograph, and he was Thomas A. Edison. It would be interesting to know what this great inventor would think and say about the development of his genius now in operation under the most modern improvements in hundreds of thousands of business establishments throughout the Americas and some other parts of the world. He would probably marvel at the strides made in sixty-six years, in the new developments that have made it possible to entertain millions of people daily who would not otherwise have an opportunity to select and listen to the world famous orchestras and artists. No doubt he would smile with great satisfaction to learn that his invention started way back in 1877 is responsible to a great extent for many merchants remaining in business today.

Yes, it was sixty-six years ago that Thomas A. Edison and a little group of men waited in tense, expectant silence at one end of the huge wooden laboratory. Permeating the air was the pungent odor of chemicals and all the myriad smells that only a place of that kind could harbor. Their eyes were centered on a rough wooden table where stood an insignificant contrivance destined to make itself heard 'round the world.

It was a curious machine comprised of a steel cylinder rotated by a crank and a delicate diaphragm with a sharp stylus at its center. The stylus rested lightly on the cylinder.

With enviable deftness, two hands picked up a sheet of tin foil from the table and wrapped it tightly around the cylinder. Everything was in readiness. The owner of the hands glanced for a moment at the inscrutable faces around him.

Slowly at first but with gradually increasing speed the cylinder turned over under impetus from the crank. A tiny line began to trace itself in the soft metal. Hearts beat faster with each passing second. Then—for a moment they almost stopped. The stylus had caught on a slight imperfection in the tin foil, tearing it in two.

Feet shuffled nervously as another sheet was fitted into place. The same two hands fastened it down securely and again spun the crank. The diaphragm moved forward

slowly. It was evident, at last, that everything was functioning as it should.

The man at the machine leaned forward until his mouth was directly in front of a crude horn attached to the diaphragm. He spoke slowly:

"Mary had a little lamb,
Its fleece was white as snow
And everywhere that Mary went
The lamb was sure to go!"

Carefully the diaphragm was lifted back to its starting point. Every man in the room strained forward eagerly. Each was expecting a miracle, still not one felt it could happen.

As they watched, the needle retraced its former course with maddening exactitude. The man at the machine cupped one hand about his ear. Suddenly—in that austere atmosphere—the miracle happened! Thomas Alva Edison heard his own voice come back to him on the world's first phonograph. It was an epochal moment for science.

This—1943—marks the sixty-sixth year since the Wizard of Menlo Park gave his amazing invention to posterity. Down through the decades its deathless voice has inspired men to ever greater deeds of science and achievement.

The wonderful way in which the phonograph has developed since that momentous day in Edison's laboratory is almost unbelievable. From such an humble beginning, one of the world's greatest industries has developed until today almost a half million ultra-refined automatic phonographs supply selected music to suit the tastes of millions.

It is interesting to note that Edison himself foresaw the vast possibilities in coin-operated phonographs. Under the world-famous trademark "Thomas A. Edison," the National Phonograph Company was formed at Orange, New Jersey. Its purpose was the merchandising of the Edison Coin Slot Phonographs.

Few people today have ever heard of Edison's coin-operated machine, and because this historical device is the basis upon which a big business has developed, a word or two about its construction would not be amiss.

Early models consisted of a high-boy type cabinet of typical old-fashioned styling. They offered only one selection to the patron. Titles of records were boldly listed on a large placard attached to the top of the cabinet.

The mechanism in these first phonographs
(See 66 Years, Page 22)

Homer E. Capehart

Packard Wins "E"

INDIANAPOLIS, Ind.—At a special dinner and ceremony at the Murat Temple here on Thursday, March 11th, the Packard Manufacturing Corporation was awarded the Army-Navy Production Award for Excellence in War Production. Homer E. Capehart, president of Packard, accepted the "E" Award before an audience of more than 1600 people composed of employees of the plant, their wives and husbands, and distinguished guests.

The "E" Award is given only to those plants able to meet and exceed the production quotas given them by the armed forces. Packard is the Industry's second plant to receive the "E" and the first one in the Music branch of the Industry to receive the distinction. The Stoner Corporation, Aurora, holds the honor of receiving the first award within the coin machine industry.

Prior to the ceremony at the Murat Temple Homer Capehart and other Packard officials played host to a reception for distinguished guests at the Athenaeum from 4:03 to 6 p.m.

Packard's plant has been expanded considerably since the outbreak of the war and war orders have been taken over. New machinery has been installed until today more than 600 employees are at work on fighting goods for the armies of the United Nations.

Coronet Salutes Tunes

CHICAGO—Coronet magazine pays tribute to the most popular wartime tunes and their composers in its April issue.

The five pieces listed as tops on the fighting-song front and their composers are: *I Left My Heart at the Stage Door Canteen* and *This Is The Army, Mr. Jones*, by Irving Berlin; *Praise the Lord and Pass the Ammunition*, by Frank Loesser; *Der Fuehrer's Face*, by Oliver Wallace; and *This Is Worth Fighting For* by Sammy Stept and Eddie DeLange.

Coronet sketches the song writers' lives and tells how they happened to write the pieces.

COIN
MACHINE
REVIEW

19

FOR
MARCH
1943

SHELLEY RADIO COMPANY

Western Distributors: KEN-RAD TUBE AND LAMP CORPORATION

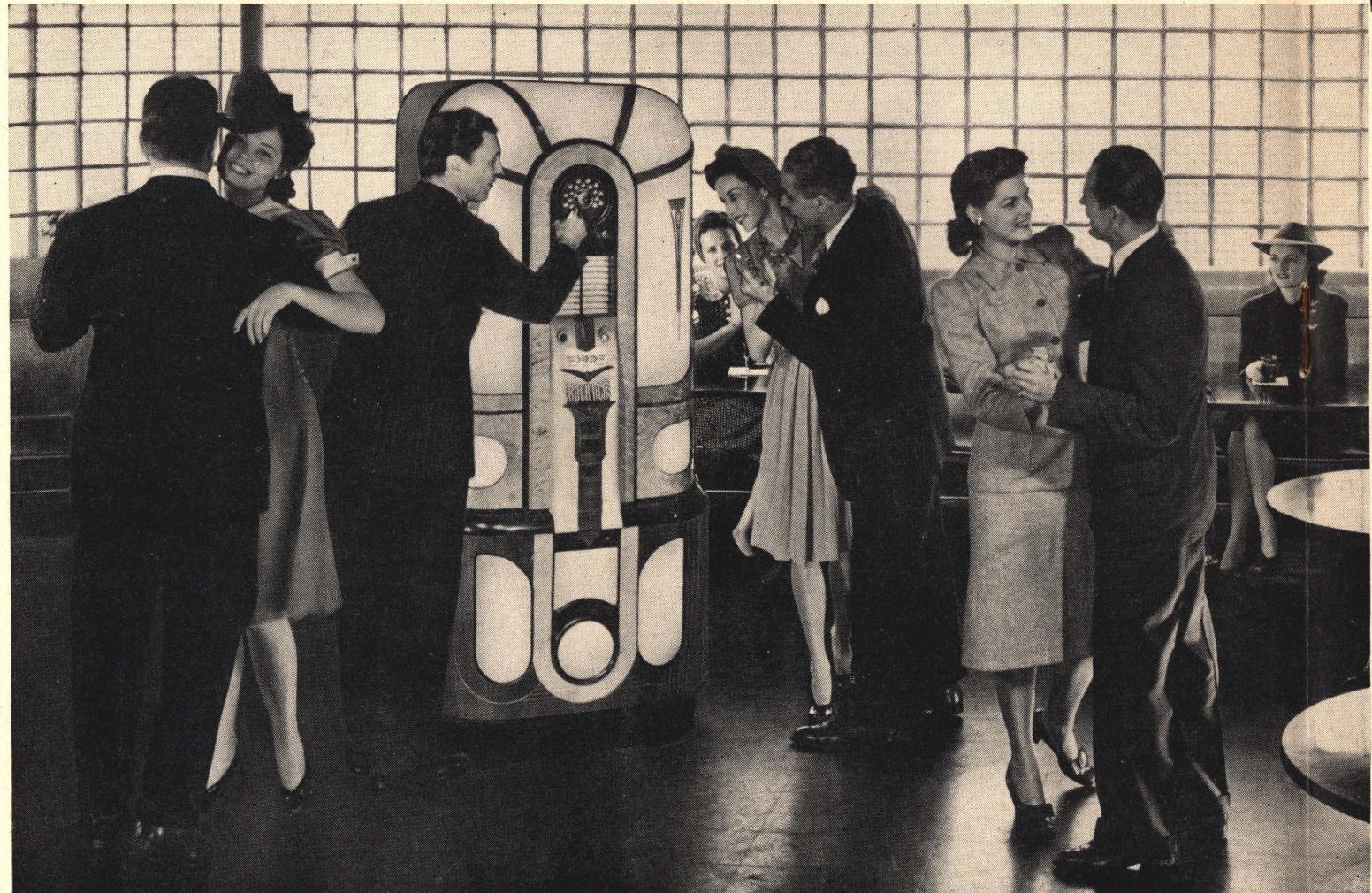
NOTICE—75 and 6L6G Tubes Now Available

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West Los Angeles, Calif.

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ROCK-OLA COMMANDO for 1943

Newest, Greatest of All Automatic Phonographs!

ALTHOUGH winning the war comes first — and our mammoth factory is fully converted to war production — we are indeed fortunate in having stocks of the famous COMMANDO Model Rock-Ola Phonograph available for 1943 through our nation-wide Factory Distributor organization.

Thousands of COMMANDOS were purchased by America's leading Music Operators in 1942. Men of foresight! For COMMANDO represents the

latest advancements in construction of the automatic phonograph.

Buy soon! Plan ahead now, not only for 1943, but for 1944, 1945, and 1946! Here in COMMANDO you have the newest as well as the best there is in music today . . . so new that it will *remain* new long after the war is over.

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Chicago, Illinois

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ROCK-OLA

COMMANDO

for 1943

COIN
MACHINE
REVIEW

21

FOR
MARCH
1943

Newest, Greatest of All Automatic Phonographs!

latest advancements in construction of the automatic phonograph.

Buy soon! Plan ahead now, not only for 1943, but for 1944, 1945, and 1946! Here in COMMANDO you have the newest as well as the best there is in music today . . . so new that it will *remain* new long after the war is over.

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66 YEARS

(Continued from Page 19)

was contained in a glass case on an approximate level with the patron's waist. Two ear pieces similar to a doctor's stethoscope were provided. In some ways this promoted the play of the instrument since only one person at a time could listen to the music, and the novelty of the idea was so new that some people were rather timid about trying it.

Operators were informed back in 1906 that they could purchase the Edison coin-operated phonograph in five different models—battery current, direct current, alternating current, and two types of spring motors. The batteries were costly, cumbersome affairs, but the last word of their time.

Edison phonograph records were made of a special composition according to Edison's own secret formula. They were 4 1/4 inches long and 2 1/8 inches in diameter. Cutting was done at a speed of 160 revolutions per minute.

These Gold Moulded records, as they were known, sold in the United States at thirty-five cents each and in Canada at forty cents each. They were even published in two catalogs, one giving English music and songs—the other songs in foreign languages. Nearly three thousand operatic, classical and popular tunes of the day were listed, among them such favorites as "Only a Pansy Blossom," "When Johnny Comes Marching Home," and "Cohen on the Telephone."

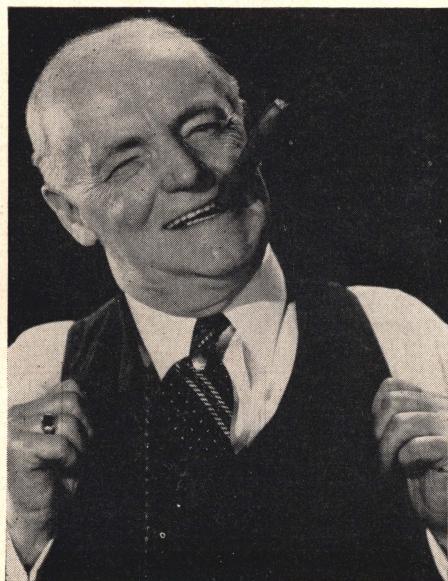
If you feel tempted to laugh at these numbers, then put this down in the little black book: At the Union Square Hall in New York City, nearly one hundred coin controlled Edison phonographs were at one time in operation. A continual stream of people—young, old, poor and well-to-do flowed through those brilliantly lighted doors. They were the pioneer believers in this—our great industry of today.

Though the hand of the master is now stilled, others of that same searching spirit have taken up the torch where he left off. By surpassing skill they have fanned its blaze until even in this marvelous century we are dazzled by their achievements.

COIN
MACHINE
REVIEW

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1943

Me Worry? NO!



The battery in my car has been treated with

RECUPERATOR LONG LIFE BATTERY SERVICE

This Service protects your battery against ruinous sulphation and corrosion—preserves, protects and prolongs the life. Know the joy of a battery that is always fully charged.

Thousands and thousands of car owners have insured their batteries with this time tested, guaranteed product which is also insured by one of the oldest and largest Insurance Companies in the world.

If your distributor or dealer does not have the RECUPERATOR Service, mail \$1.50 and your Service will be sent you prepaid.

**ALPHA
Distributing Co.**
1025 N. Highland Ave.
Hollywood, California

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1-2-2 1/2-3-4 Ampere, per 100, \$3.00; per 5, 20c.

5-6-7 1/2 Ampere, per 100, \$1.75; per 5, 15c.

10-15-20 Ampere, per 100, \$1.50; per 5, 10c.

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45c per 1000—Over 100,000

50c per 1000—50,000 to 100,000

55c per 1000—10,000 to 50,000

65c per 1000—Up to 10,000

585 TENTH AVENUE
NEW YORK, N. Y.



JACK NELSON

Major developments that have made it possible for phonographs to win such an important place in present day living would certainly include the following: Electrical

amplification, electrical recording, light weight crystal pickup, positive record motivation and flawless speaker reproduction. Without any one of these *perfect* musical reproduction would be impossible.

When Doctor Lee De Forest created the vacuum tube, he paved the way to electrical circuits capable of dipping into the invisible sound spectrum and reproducing frequencies from as low as 75 cycles up to as high as 12,000 cycles. This amazing tonal range is in itself an achievement of tremendous magnitude.

One of the chief difficulties of the early days was excessive needle scratch. Since an orthophonic type reproducer was used, it was impossible to eliminate this difficulty completely. Today in modern automatic phonographs, however, the crystal pickup is used which has proved an incomparable solution to almost *scratchless* tone. Its use in many huge radio studios indicates that it is the finest unit ever developed for this purpose. The most popular coin-operated phonographs have used crystal pickups since the beginning.

Doubtless Edison stepped back and surveyed his coin-operated phonograph with a great deal of pride. And he had every right to. It was a splendid accomplishment well done. But would he not be astounded if he might today peer into the cabinet of a modern coin-operated automatic phonograph?

Behind the sleek lines of these instruments, he would observe that science and engineering have been most active. In the popular nationally known phonographs, for example, he would see marvelous mechanical features designed for flawless operating and long life. The crystal pickup would intrigue him, the smooth and fast changing of records after making a selection would delight him, and the full, rich tone would give him ample cause to hold his breath in sheer pleasure.

Much more might be written about recent progress made in the field of phonographs and phonograph accessories, but improvements have been so numerous that there would still be many things left unsaid.

The knowledge we possess today is the distilled wisdom of history's greatest thinkers. We have grasped the torch and have kept its fires burning brightly. Let us keep it burning *forever* so that when we hand it up for the next generation to grasp, they will say as we say of Thomas Alva Edison—he was a man who *did* things for the benefit of mankind.

Osborn Back At Office

OAKLAND—DeLoss Osborn, Recuperator Battery Service distributor for this area, returned to his office on the 15th after being confined to his home with an illness for several days.

The early bird has to get his own breakfast.

ONE
STOP
SERVICE

for WESTERN MUSIC MEN

Here at the Jack Gutshall Distributing Company the Music Operator can fill ALL of his music requirements—from new and used phonograph equipment right on through to supplies, accessories, needles and the latest phonograph record releases. Today this ONE STOP SERVICE is clicking with Western Operators who are interested in conserving their tires and gas. We invite you to make use of this ALL INCLUSIVE SERVICE. We know we can satisfy your every requirement.

PHONOGRAPHS

WURLITZER 750E, Like New.....	\$475.00	FILBENS, new.....	125.00
WURLITZER 24, Steel Cab. Buckley Adapter, New.....	195.00	FILBENS, used.....	99.50
WURLITZER Twin Steel Cab. Packard Adapter, New.....	189.50	FILBENS new Lite-Up Cabinet, Seeburg box.....	215.00
WURLITZER Twin Lite-Up Cab. New Adapter.....	215.00	PACKARD Twin Steel Cabinets, new.....	35.00
WURLITZER Twin Steel Cab. Like New, Packard Adapter.....	165.00	CHARM Cabinet, new (only 1 left).....	79.50
SEEBURG ENVOY, refinished RC ES	350.00	CHARM DeLuxe 24A with Keeney Adapter.....	225.00
SEEBURG CLASSIC, refinished, remote control.....	275.00	BRAND NEW BUCKLEY LITE-UP BOXES.....	WRITE OUR NEW LITE-UP CABINET FOR ANY MODEL MECHANISM. WRITE PRICES
SEEBURG ROYAL.....	140.00	(SPECIAL DEAL TO DISTRIBUTORS AND JOBBERS ON QUANTITY PURCHASES)	
ROCK-OLA COMMANDO.....	Write		

ACCESSORIES

4-WIRE CABLE—2-Wire Shield—4-Wire Shield
ALSO OTHER TYPES OF WIRE WHILE STOCK LASTS

PACKARD ADAPTERS FOR 500, 700 AND
800 WURLITZERS

WURLITZER ADAPTERS
Accessories Subject to Stock on Hand.
Let us know your requirements.

NEEDLES

We didn't take on the Bennett Needle just because we liked the name and the set-up offered us. We thoroughly checked the needle on our own phonographs for several weeks to prove to ourselves that here was a superior needle and one that we could offer our customers at a fair price. That is why today the

BENNETT 4000-PLAY NEEDLE

is the choice of ALL of our customers and is rapidly becoming the largest selling needle among phonograph operators on the Western slope. If you haven't tested this needle order a sample dozen today at our special introductory price.

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We Are Southern California Distributors for Musicraft Records

Come in and Hear:

VOS ZOKT EER coupled with STAR DUST by Baron Elliott's Orchestra—IMMEDIATE DELIVERY

Place Your Order Now for:

OVER THERE and YOU'D BE SO NICE TO COME HOME TO—READY SOON

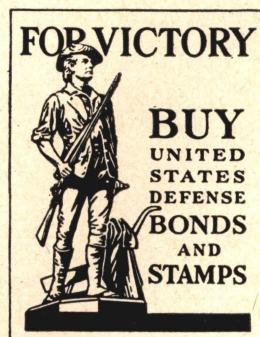
— ALSO —

ALL NEW CAPITOL RECORDS ON HAND
FOR IMMEDIATE DELIVERY

WANTED

30-WIRE CABLE
PACKARD BOXES
ALL TYPES OF PHONOGRAPHS
AND USED EQUIPMENT

Highest Prices Paid. Send Us Your List.



JACK GUTSHALL DISTRIBUTING CO.

1870 West Washington Blvd.

Los Angeles, California

ROchester 2103

RECORDS

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

KEY TO RATING

- 5★ EXTRA GOOD. Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.
- 4★ VERY GOOD. Possessing universal appeal. Suitable for any type of location.
- 3★ GOOD. Suitable for rounding out balanced programs. Numbers fading in popularity.

4 STAR

- B-30-0811 The Four Gagabonds
- ROSE ANN OF CHARING CROSS (V)
- TEN LITTLE SOLDIERS (VN)
- BE-110 Polka Dots
- 20-99 BLUES (FT)
- COLD WINTER PAPA (FT)
- C-36671 Kay Kyser
- A TOUCH OF TEXAS (FT VC)
- SOFT HEARTED (FT VC)
- C-36672 Harry James
- VELVET MOON (FT)
- PRINCE CHARMING (FT)
- CA-129 Johnny Mercer
- THEY DIDN'T BELIEVE ME (FT VC)
- Freddie Slack
- RIFFETTE (FT)
- CA-130 Johnnie Johnston
- THAT OLD BLACK MAGIC (FT VC)
- CAN'T YOU HEAR ME CALLING CAROLINE? (FT VC)
- CA-131 Ray McKinley
- HARD-HEARTED HANNAH (FT)
- BIG BOY (FT)
- D-4246 Frances Langford
- LOVELY HULA HANDS (V)
- SOUTH SEA SADIE (V)
- D-4402 Bob Crosby
- IT MAKES NO NEVER MIND (FT VC)
- I'LL NEVER CRY OVER YOU (FT VC)
- D-18532 Jimmy Dorsey
- LET'S GET LOST (FT VC)
- MURDER! HE SAYS (FT VC)
- D-18533 Andrews Sisters
- WHEN JOHNNY COMES MARCHING HOME (V)
- EAST OF THE ROCKIES (V)
- D-18536 Carmen Cavallaro
- BLUE DANUBE WALTZ (Piano)
- TALES FROM THE VIENNA WOODS (Piano)
- D-18537 Carmen Cavallaro
- VIENNA LIFE (Piano)
- ARTIST'S LIFE (Piano)

COIN
MACHINE
REVIEW
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FOR
MARCH
1943

PERMO POINT

The choice of
coin phonograph operators
everywhere

The satin-smooth, precision
ground Permometal tip on
Permo Point Needles insures
kindness to records, more
plays from each disc.

PERMO PRODUCTS CORPORATION • 6415 Ravenswood Ave., Chicago

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

SEPIA HIT PARADE

A listing of the most popular records in colored locations, supplied at press time by Otis Rene of Excelsior Records for exclusive publication in THE REVIEW.

1. Not the Same Old Me (Decca)
Ink Spots
When the Lights Go on Again (Victor)
Glenn Miller
2. There Are Such Things (Victor)
Glenn Miller
That Old Black Magic (Columbia)
Charlie Barnett
3. Why Don't You Do Right? (Columbia)
Benny Goodman
4. S. K. Blues (Rhythm)
Saunders King
Every Night About This Time (Decca)
Ink Spots
5. That Ain't Right (Decca)
King Cole
6. Don't Get Around Much Any More (Decca)
Ink Spots
7. Fallin' For You (Bluebird)
Earl Hines
8. At Least You Could Save Me a Dream (Excelsior)
Herb Jeffries
9. All For You (Excelsior)
King Cole
10. Strictly Instrumental (Decca)
Jimmie Lunceford

O-6706 Ted Daffan's Texans
NO LETTER TODAY (HB V)
BORN TO LOSE (HB V)

2 STAR

O-6707 Memphis Minnie
BLACK RAT SWING (HB V)
LOOKING THE WORLD OVER (HB V)

Immediate RECORD SERVICE

Within a few hours of you is an Authorized
RCA-Victor Distributor who understands the
specialized needs of Phonograph Operators
and is equipped to give you immediate
record service.

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Eastern Company
620 Memorial Dr., Cambridge

MILWAUKEE, WIS.
Taylor Electric Co.
112 North Broadway

NEW YORK, N. Y.
Bruno-New York, Incorporated
460 West 34th Street

PHILADELPHIA, PA.
Raymond Rosen & Company
32nd and Walnut Streets

WASHINGTON, D. C.
Southern Wholesalers, Inc.
1519 "L" St., N.W.

It Pays to Use
VICTOR and
BLUEBIRD
RECORDS





These are the season's hottest hits on

THE TOP TEN VICTOR AND BLUEBIRD RECORDS

Put them in your machines today! They'll keep their names up in lights for months to come!

COIN
MACHINE
REVIEW

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FOR
MARCH
1943

VICTOR

THERE ARE SUCH THINGS —
Tommy Dorsey . . . 27974

IT STARTED ALL OVER AGAIN —
Tommy Dorsey . . . 20-1522

YOU'D BE SO NICE TO COME HOME TO —
Dinah Shore . . . 20-1519

A TOUCH OF TEXAS —
Freddy Martin . . . 20-1504

THAT OLD BLACK MAGIC —
Glenn Miller . . . 20-1523

Help keep your
customers going with music
ORDER FROM YOUR

VICTOR AND BLUEBIRD DISTRIBUTOR

To help us make the Victor Records you will want tomorrow,

BLUEBIRD
DER FUHRER'S FACE — Spike Jones
B-11586

THERE'S A STAR SPANGLED BANNER
WAVING SOMEWHERE —
Elton Britt . B-9000

THE OLD GRAY MARE IS BACK WHERE
SHE USED TO BE — Carson Robison
30-0808

ROSIE THE RIVETER —
Four Vagabonds . . . 30-0810

MASSACHUSETTS — Tony Pastor
B-11585



Sell your old ones to your distributor today!

The All-New Modern Method of Recording



RECORDS

SMASH HITS

The ORIGINAL

- ★STRIP POLKA
- ★COW-COW BOOGIE
- ★MR. FIVE BY FIVE
- ★TRAV'LIN LIGHT
- ★THE ELKS' PARADE

The "TOPS" in Entertainment

FROM HOLLYWOOD

The Capitol of Entertainment

Popular New
50¢ Records

Watch For More New Capitol Smash Hits
★RIFFETTE ★BIG BOY ★THEY DIDN'T BELIEVE ME
★THAT OLD BLACK MAGIC

Distributed by

MODERN MUSIC SALES CO.
(New York, New Jersey & Conn. Area)
10th AVENUE at 45th STREET
NEW YORK CITY,
Phone Circle 6-4100

EXECUTIVE OFFICES: 1483 VINE ST., HOLLYWOOD, CALIFORNIA

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COIN
MACHINE
REVIEW

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FOR
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REVIEW MUSICAL POPULARITY POLL

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

MARCH, 1943

On Phonographs—

1. That Old Black Magic
2. I Had the Craziest Dream
3. I've Heard That Song Before
4. You'd Be So Nice to Come Home To
5. Brazil
6. There Are Such Things
7. Moonlight Becomes You
8. Why Don't You Fall in Love With Me
9. Moonlight Mood
10. Can't Get Out of This Mood

8. You'd Be So Nice to Come Home To
9. There Are Such Things
10. Moonlight Mood

On Radio—

1. I've Heard That Song Before
2. Brazil
3. There's a Harbor of Dreamboats
4. I Just Kissed Your Picture Goodnight
5. My Dream of Tomorrow
6. Taking a Chance on Love
7. That Old Black Magic

Order Your Supply
of
BENNETT DELUXE
4000 PLAY NEEDLES
TODAY!
PROMPT SHIPMENT

W. E. SIMMONS

Factory Representative for
11 Western States

1025 N. Highland Ave., Hollywood

Best Selling Sheet Music—

1. I've Heard That Song Before (Morris)
2. Moonlight Becomes You (Famous)
3. Brazil (Southern)
4. Rose Ann of Charing Cross (Shapiro-Bernstein)
5. There Are Such Things (Yankee)
6. For Me and My Gal (Mills)
7. That Old Black Magic (Famous)
8. I Had the Craziest Dream (Bregman-Vocco & Conn)
9. Moonlight Mood (Robbins)
10. When the Lights Go On Again (Campbell, Loft & Porgio)

Best Selling Records—

1. I Had the Craziest Dream (Harry James) Columbia 36659
2. There Are Such Things (Tommy Dorsey) Victor 27974
3. Brazil (Xavier Cugat) Columbia 36651
4. Moonlight Becomes You (Bing Crosby) Decca 18513
5. You'd Be So Nice To Come Home To (Dinah Shore) Victor 20-1519
6. I've Heard That Song Before (Harry James) Columbia 36668
7. That Old Black Magic (Glenn Miller) Victor 20-1523
8. It Started All Over Again (Tommy Dorsey) Victor 20-1522
9. For Me and My Gal (Judy Garland) Decca 18480
10. Why Don't You Fall in Love With Me (Dinah Shore) Victor 27970

On Wired Music—

1. That Old Black Magic
2. Brazil
3. I Had the Craziest Dream
4. Moonlight Becomes You
5. I've Heard That Song Before
3. You'd Be So Nice to Come Home To
7. Juke Box Saturday Night
8. I Get the Neck of the Chicken
9. Moonlight Mood
10. Why Don't You Fall in Love With Me

Lucky Strike Parade—

(March 13)

1. Brazil
2. I've Heard That Song Before
3. You'd Be So Nice to Come Home To
4. There Are Such Things
5. That Old Black Magic
6. Moonlight Becomes You
7. I Had the Craziest Dream
8. Taking a Chance on Love
9. For Me and My Gal
10. Why Don't You Fall in Love With Me?

Current HIT Records

7022 MOONLIGHT BECOMES YOU
TICKETYBOO
Johnny Jones and His Orchestra

7024 I HAD THE CRAZIEST DREAM
MOONLIGHT MOOD
Johnny Jones and His Orchestra

7028 TEN LITTLE SOLDIERS
HERE COMES THE NAVY
Peter Piper and His Orchestra

7029 YOU'D BE SO NICE TO COME HOME
TO
THE STEAM IS ON THE BEAM
Emil Davis and His Orchestra

7031 WHY DON'T YOU FALL IN LOVE
WITH ME?
THERE ARE SUCH THINGS
Emil Davis and His Orchestra

7033 PLEASE THINK OF ME
ROSE ANN OF CHARING CROSS
Peter Piper and His Orchestra

7034 I JUST KISSED YOUR PICTURE GOOD-
NIGHT
ROSIE THE RIVETER
Allen Miller and His Orchestra

7035 DADDY'S LETTER
GOSSIP
Allen Miller and His Orchestra

7036 HE'S A RIGHT GUY
COULD IT BE YOU
Hal Goodman and His Orchestra

7037 DON'T GET AROUND MUCH ANY-
MORE
I DON'T BELIEVE IN RUMORS
Hal Goodman and His Orchestra

7038 I'VE HEARD THAT SONG BEFORE
I DREAMT THE WAR WAS OVER
Johnny Jones and His Orchestra

Here they are and plenty more to follow. Every smash hit of the day and all of tomorrow's leading songs on your HIT RECORD. All now available in substantial quantities. If it's a hit you will find it on HIT RECORDS.

J. N. CEAZAN COMPANY

West Coast Distributors for HIT—ELITE and CONCERTONE RECORDS

1700 S. Figueroa St. PROspect 5401 Los Angeles, Calif.



Ernie Brennan

Brennan Visits L. A.

LOS ANGELES—Ernie Brennan, manager of the San Francisco office of General Music Co., spent the first week of March in Los Angeles endeavoring to arrange for speeding shipments to his waiting customers in the bay area.

Ernie reported business exceptionally good in the northern part of the state and said that the army, navy and defense activity in the bay area especially has been responsible for a tremendous up-surt in business in general. As a result the operators have benefited accordingly.

"It's not a sales problem any more," declared Ernie, "it's the problem of getting the equipment you need to fill the orders we have when the customer wants them. Our Los Angeles office has done a noteworthy job in stocking up on a heavy stock of used equipment and my Southern visit was to select the pieces I need, and anticipate I will need, and get them home for my boys as quickly as possible."

He Had To Make Good!

CHICAGO—Recently the Rock-Ola Advertising Department mailed to the Factory Distributors a photograph of Vice President Jack Nelson, taken at the Bowling Alley where Rock-Ola's 100 man league meets every Wednesday night.

Most of the Distributors tacked the picture up on their bulletin board—and Nelson began to gather a reputation as a bowler, which just had to be backed up with some real action in the scoring columns.

"I just had to make good," said Jack Nelson, after romping off with high honors and the best score he had ever chalked up in Rock-Ola Mfg. Corporation Bowling Tournament Wednesday, March 3rd.

Nelson's score totaled 565, with games of 191, 214 and 160—an average of 188.



PEERLESS MEXICAN RECORDS

DIRECT FROM MEXICO CITY

LATEST HITS—READY FOR IMMEDIATE SHIPMENT

CAROLINA

Sonar Es Mi Destino

Duetto Sanchez

Becerra con Mariachi

ADIOS MI JUAN

Ay! Mamita

Manuelita Arriola

NO SE TE OLVIDE

Pos Te Dile

Martin y Malena

con Mariachi

Alla En El Rancho Grande

EL CABALLO PALOMO

Lorenzo Barcelate

HACE UN AÑO

Los Cuatro Vicios

Martin y Eloisa

con Guitarras

JUGANDO MAMA JUGANDO

Conga Congita

Manuelita Arriola

EN QUE QUEDAMOS

Naci Para Quererte

Jaime Noya Reyes

CANCION DEL ALMA

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Manuelita Arriola

VAGABUNDO

Vuelve Otra Vez

Jaime Noya Reyes

Many Other Hits—Write for Complete List

Operators price 80c each, plus tax

COIN
MACHINE
REVIEW

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FOR
MARCH
1943

RIO GRANDE MUSIC CO.

P. O. BOX 861

SAN BENITO, TEXAS

Permo Men In Service

CHICAGO—As one enters the Permo Products Corporation plant today the first thing that greets the eye is an impressive Honor Roll plaque containing the names of former Permo employees who are now serving Uncle Sam on widely scattered battle fronts. Forty-eight in all have answered the call from Permo and this figure represents about 30% of all of the male employees in Permo's plant at the time of the attack on Pearl Harbor.

One Lunceford Left

NEW YORK—With the release March 8th of his latest Decca record, Jimmie Lunceford has but one more coupling left of the sides he and his orchestra made before the Petrillo ban went into effect last Summer.

Jimmie's current disk, Decca's black label, pairs *Easy Street* and *You're Always in My Dreams*. Two sides yet to be pressed are *I'm Lonesome, So Blue My Dear* and *I Dream a Lot About You*.

ATTENTION, OPERATORS . . . EXCELSIOR RECORDS

Presents The

AUTOMATIC PHONOGRAPH TOPPERS!

Herb "Flamingo" Jeffries singing
**"AT LEAST YOU COULD
SAVE ME A DREAM"**

No. 00100
The Eddie Beal Trio on the
Instrumental

"STRING FOO-LOSOLOGY"
No. 00101

The Sensational King Cole Trio
on a solid hit—

"ALL FOR YOU"
No. 00103

and the novelty Jive jump
"VOM—VIM—VEEDLE"
No. 00102

YOU CAN'T GO WRONG ON THESE MONEY MAKERS! BUY NOW!

EXCELSIOR RECORD CO.

3661 SOUTH GRAMERCY PLACE
LOS ANGELES, CALIF. • RO. 8375



Arthur Mohr
Vice-president and General Counsel



Robert P. Moran
Secretary



Fred E. McKee
Treasurer

California Penny Arcade Men Unite to Form State Association

LOS ANGELES—The California Penny Arcade Association is the name of a new Association of Penny Arcade owners and operators formed here on the first of March.

First meeting was held in the offices of Arthur Mohr, well-known coin machine attorney who has acted as legal counsel for the Associated Operators of Los Angeles County for some little time. The officers are William Nathanson, president; Arthur Mohr, vice-president and general counsel; Robert P. Moran, secretary, and Fred E. McKee, treasurer. Members of the Board of Directors are William Nathanson, Lou

Wolcher, Paul L. Gerber, Fred McKee, Arthur Mohr and Robert P. Moran.

In setting forth the purpose of the association the following statement was issued:

"The Penny Arcade business is returning to where it was 25 years ago and more and more persons are realizing this fact and are entering this line of endeavor. With the influx of these new enterprises new problems present themselves. City, county and state authorities are endeavoring to bring about new rules and regulations . . . new rules that will cut the earning power and curtail the operation of Penny Arcades.

Already bills have found their way into the legislature restricting Arcades and in many cities and towns ordinances have been enacted curbing hours of operations.

"To offset this adverse trend and to put the business on a higher plane, it is necessary that all the operators of Penny Arcades cooperate. This cannot be done without organization and an understanding of the other man's problems.

"The operators of these Arcades in Los Angeles have long realized that some effort at cooperation must exist between the operators or the business is certain to suffer. Consequently they have decided to form an association of all operators and exhibitors of Penny Arcades for the purpose of regulating and controlling influences which might be detrimental to their businesses."

The association will be a non-profit organization and an invitation is being issued to all Arcade men to affiliate with the group and protect their own best interests. Initiation fee has been set at \$25 and offices are being maintained with attorney Arthur Mohr at 412 West 6th Street in Los Angeles.

(See article on Pages 30 and 31)

Burtt Business Big

WICHITA, Kansas — W. R. Burtt, "the Coin Tube Man," reports that business is at a new high as operators in all parts of the country are sending in large orders for tubes for their phonographs, Panorams and guns.

Burtt is credited with having broken the "bottleneck" in the tube situation caused by the war shortage and hundreds of operators have been able to keep machines running through the use of tubes Burtt has been able to supply.

* * *

Make friends with your creditors, but never make creditors of your friends.

* * *

In olden days they used to kiss and make up. Now the make-up comes before everything.

* * *

Beggar—I used to be a literary man, sir. I even wrote a book entitled "One Hundred Ways to Earn Money."

Kindly Soul—And now you're a beggar! Beggar—Well, that's one of the hundred.

* * *

Some African savages have been discovered who do not believe in war. They refuse to kill anyone. Missionaries will be sent to civilize them immediately.

**OPERATORS
SAVE YOUR TIRES — GAS**

Phone or Write Your Needs
PROMPT SERVICE

We are equipped to handle your wants—Complete stock of parts, new and used games, Arcade equipment . . . Vending machine cards, etc. Our reconditioned machines are tops . . . LOW PRICES

BEST GRADE COIN WRAPPERS

44c per M.....	100,000 or over
50c per M.....	50,000 to 100,000
65c per M.....	1,000 to 50,000

POKER AND JOKER Legal, flashy, eye appeal, earning power, simplicity of operation, 100% legal. F. O. B. Philadelphia \$119.50	MILLS ROMAN HEAD BROWN FRONT SLOTS All rebuilt and refinished. 3/5 pay, 5c play..... \$114.50
Come in and see United Mfg. Co.'s MIDWAY, SUN VALLEY, GRAND CANYON Revamped from your Zombies and Sunbeams NEW GAME PROFITS AGAIN	CHICKEN SAM OPERATORS "THE VICTORY MODEL—AXIS RATS ON THE RUN" A Positive Sensation—A DeLuxe Conversion Immediate Delivery, \$15.00

Western Portable Flame-Arc Welder..... 24.95
(World's Lowest Priced Professional Welding Outfit)

HUNDREDS OF GAMES TO CHOOSE FROM

Write for complete price list

WE WANT TO BUY

One-Ball Free Play Tables, Consoles and Arcade Equipment

PAUL A. LAYMON
Distributor of Quality Coin-Operated Machines
1503 W. Pico Blvd. DRExel 3209 Los Angeles, Calif.

Today MAPE MUSIC IS READY TO TAKE CARE OF ALL YOUR EQUIPMENT NEEDS

We are proud to announce that we have established an amusement machine division under the supervision of Percy Shields and we are now ready to take care of all of your equipment requirements. We invite your inspection of our present stock of

CONSOLES ARCADE EQUIPMENT

SLOTS

GUNS PHONOGRAPHS

All equipment is thoroughly checked over, reconditioned, and in best condition possible. If it is not so you will most certainly be advised.

Check Over These Opening Specials

And get your order in today. Machines listed are subject to stock on hand and prior sale.

CONSOLES	
2 PACES RACES (1900 Serial)	ea. \$95.00
6 SARATOGA C. P.	ea. 99.50
1 SARATOGA C. P. (Chrome Rail)	104.50
1 PACES REELS, 1940, C. P. (Chrome Rail)	109.50
1 BALLY HIGH HAND, F. P. & Cash	129.50
2 MILLS SQUARE BELL, C. P.	ea. 59.50
1 MILLS FOUR BELLS (Early Series) Very Clean	425.00
1 BALLY BIG TOP, C. P.	97.50
1 EVANS TEN STRIKE, L. D.	49.50

GUNS

4 CHICKEN SAMS (converted to Jap)	ea. \$149.50
1 JAIL BIRD	149.50
1 KEENEY ANTI-AIRCRAFT (Refinished)	64.50

SLOTS	
10 5c BLUE FRONTS over 325,000	ea. \$115.00
1 1c BLUE FRONT over 400,000	65.00
1 1c WATLING ROLATOP, late series	55.00
3 5c WATLING ROLATOP, very clean, ea.	65.00
3 10c WATLING ROLATOP, very clean, ea.	75.00
1 BONUS BELL (less bonus) over 425,000	110.00
1 5c PACE BANTAM	45.00
1 10c PACE BANTAM	52.50
7 5c MILLS VEST POCKETS, very clean	ea. 35.00

PHONOGRAPHS

2 SEEBURG COLONELS RC ES	ea. \$375.00
2 SEEBURG ENVOYS RC ES	ea. 350.00
1 SEEBURG COMMANDER RC ES	340.00
1 WURLITZER 500, very clean	199.50
2 WURLITZER 600	ea. 175.00
15 BUCKLEY BOXES (Chrome, late models)	ea. 27.50

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E. T. MAPE MUSIC COMPANY

1701 West Pico Boulevard
LOS ANGELES, CALIF.

Drexel 2341

Are We Headed Toward a Black Market in the Picture Frame Industry?

By WILLIAM NATHANSON, President, California Penny Arcade Association

FOR many years automatic picture taking machines have been successfully operated in all parts of the country vending a picture in a metal frame, generally designated as a photoframe, picture-frame or souvenir frame. The operators of these picture taking machines serviced their machines in the same manner as did the cigarette and candy machine operators. It consisted of regular routine work of re-supplying photo-frames and preparing the machines for subsequent customers. However, with the restrictions on materials, metal frames are no longer available for these picture devices, and composition picture frames are now being used instead.

This new frame changed the operation of picture machines entirely because of the added service involved. Heretofore operators placed their picture machines wherever there was a good flow of traffic. Today with the new composition frame the operator with widely scattered spots is out of business for the use of the new frame requires constant supervision. Use of the new frame in regular routes results in service calls to the point that the maintenance of the route is far from being profitable. Lack of help, and half a dozen other contributing factors have made it necessary for a large percentage of the photo machine operators to store their equipment "for the duration." Consequently the Penny Arcades have been the only locations continuing to use the devices and offering them as a morale building feature to our men in the armed services.

There is no need to elaborate on the various reasons why the new frames do not serve the purpose they are intended for—namely, to operate automatically! It requires some one always on duty to watch the machine and therefore the Penny Arcade today is the only suitable location for picture machines. But, to make a deduction, the funny part about this new arrangement is that instead of improving the Penny Arcade business the results have been strictly to the contrary.

Penny Arcades are doing a marvelous job in maintaining morale. Service men find the Arcade the best place to spend a few minutes of leisure time and enjoy a variety of amusement pleasure without expending too much cash. On a service man's pay the Arcade is tops for entertainment value and the Arcade never fails him. Today 90% of the Arcade trade in this West Coast area is from men in the armed forces . . . and the boys in uniform are making use of the opportunity to purchase inexpensive pictures made up in a minute by the automatic machines in Arcades. Just look at the pictures on the right hand page. These men in uniform were snapped on an ordinary day as they were patronizing the Arcades in the Los Angeles area. To the man in service the photo machine is not a luxury or fun de-

vice. To him it is the means of recording a reasonably accurate facsimile of himself to enclose in a letter he might be writing to his sweetheart or the folks at home.

Of course the demand for pictures by service men is greater now than ever before but the Arcade owner is now limited to a small allotment of picture frames. It is true that the manufacturers are treating the Arcade owner with the same consideration, courtesy and generosity given to all operators of picture machines. The Arcade owner gets the same allotment of picture frames as any other operator. But while the individual operator stored his equipment and is not using his machines, the allotment given the Arcade owner with machines in constant operation, should have additional consideration. In many cases the rationed allowance does not provide enough frames for more than one or two days' operating, while the man with equipment in storage is covering the field trying to sell his frames at exorbitant prices.

Being in constant search for photo-frames, Arcade owners are paying ridiculously high prices to those who can spare a certain amount of photo-frames from their allotment. Naturally, the one who can spare the frames is the operator who has his equipment in storage, and for the best interests of the trade a new system should be adopted.

I am taking the liberty to quote one paragraph from a letter I received on this subject from one of our large picture frame manufacturers:

"We certainly will welcome any constructive suggestion you might be able to make that would result in our ability to control any attempted 'black market' activity in the sale of picture frames."

The following suggestion is made with respect to allotting the number of frames to the operators of picture machines:

The manufacturer should require the owner of each machine to file with him an affidavit signed by himself and the location owner giving the serial number of each machine. The manufacturer will then allot a certain number of frames per week to such operators for the number of machines in actual operation.

By this method, a great many frames which have heretofore been shipped to owners of machines which are not in operation, and which were resold at a much higher price to operators, will thereby be diverted to those operators on the basis of the number of machines in operation and will thereby increase the allotment in proportion to the number of machines in operation.

The above system, when adopted, will enable the manufacturers to give the Arcade Owner a larger amount of frames and, by so doing, prevent black marketing in our branch of the industry.



WILLIAM NATHANSON

Let's Assure a Steady Flow of Pictures for Our Men in Uniform



The Arcade of Fred McKee on Los Angeles' Main Street is a popular place with the boys in the service. McKee caters to their needs and the boys respond with a good portion of their patronage.



The Penny Arcade of Robert P. Moran on South Main Street in Los Angeles welcomes the men in uniform as evidenced by the above. Mr. Moran is at the right.



Four Photomatics in new China City come in for plenty of attention from the boys in the service. Quartet of machines is operated by Wm. Nathanson.



The Robbins Playland is another favorite spot with Uncle Sam's men. This group was caught on a rainy Sunday afternoon. Incidentally, Mr. Robbins is the man who built the first novelty game in the United States.



An average early afternoon gathering of service men in the Zuley Arcade known as Pennyland. Patronage of soldiers, sailors and marines makes of 90% of the business in these busy spots.

(See Article on Page 28)

COIN
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Tomorrow's BIG OPPORTUNITY is here TODAY!



YES POSITIVELY! Today very little new salable merchandise is available, and certainly none with the sex appeal and interest embodied in the PHOTO TRAY cocktail and hors d'oeuvre tray.

For the past five months we have been privileged to offer this new and sensationaly different item to the Coin Machine Fraternity on an exclusive basis but the nation can wait no longer. Consequently we have taken over the national distribution and sales in all fields and we are now arranging for increased production to take care of the terrific demand certain to result. Hundreds and hundreds have been sold in our own Industry and orders have flooded our factory so that deliveries, at certain times, have been delayed from one to two weeks. This is only natural for PHOTO TRAYS have no equal and no competition for all PHOTO TRAY subjects are copyrighted and protected.

If you haven't ordered a trial dozen PHOTO TRAYS do so today, before the item is generally available in retail outlets a few months away. Retail sales price will be \$6.00 each, and today you can obtain it at our low advertising prices as shown on the opposite page.



12 EYE FILLING SUBJECTS READY

To Hollywood comes the cream of the feminine crop of loveliness and from this fresh, vibrant, luscious parade of pulchritude our dimension-conscious experts have selected the most exquisite models to pose as PHOTO TRAY subjects. These glamorous models are artistically and cleverly photographed and reproduced in 12 salon prints and permanently sealed in the PHOTO TRAY. The subject is then given five coats of the finest bar-top lacquer to protect it against ringing, scratching and marking. Frames and handles are of beautiful contrasting hardwoods, in natural finish, and each tray is tissue packed in an attractive gift box. Size of tray is approximately 12" x 16".

FOR PREMIUM USE

—nothing tops PHOTO TRAYS. Dozens of operators have used PHOTO TRAYS for premium purposes—on salesboards, high score of the week prizes, special pull-boards, etc.—and repeat orders attest the value of PHOTO TRAYS for premium use. Consider the irresistible appeal of a few of these exciting trays on display as premiums. Salesmanship passes away for the TRAYS provide an unusual "come-on."



No. 12



No. 11

DISTRIBUTORSHIPS NOW OPEN

THE REVIEW is now privileged to grant distributorships to established, well rated, and recognized accounts throughout the country. Only organizations capable of doing an aggressive sales job and contacting ALL retail outlets will be considered. Exceptionally attractive proposition awaits those who can qualify for this priority-free product soon to be nationally advertised.

ORDER A SAMPLE DOZEN TODAY
YOU'LL BE BACK FOR MORE!



No. 3

No. 5

No. 7

No. 8

No. 1

No. 9

No. 4

No. 6

No. 10

No. 12

No. 11



CRAFTSMEN'S GUILD PHOTO-TRAY

MADE IN HOLLYWOOD



THE REVIEW considers itself fortunate indeed to be able to offer its readers this "FIRST" in unusual gift opportunities. Professionally done, and beautifully finished these PHOTO-TRAYS will last indefinitely and bespeak the good taste of the host whenever used.

SUBJECT
NO. 12

ORDER NOW FOR PROMPT DELIVERY

Because of the employment situation only a limited production of PHOTO-TRAYS is possible at present. While we feel confident of being able to fill all orders, we do urge you to not delay, but order NOW. Be sure to list the number of each subject desired, along with the quantity of each.

SAMPLE	EXPRESS PREPAID . . .	\$4.75
Lots of 6, Prepaid	Ea. 4.25	
Lots of 12, Prepaid	Ea. 3.95	
Express Charges Collect on C.O.D. Shipments		

COIN MACHINE REVIEW

1115 VENICE BOULEVARD
LOS ANGELES • CALIFORNIA



SPECIAL

5c BALL GUM DEAL

1 COLUMBUS MACHINE	}	\$19.50
1 SET NUMBERED GUM		

1 To 1200		
Deal Takes in.....	\$60.00	
Pays out.....	30.00	
Profit.....	\$30.00	
Additional Sets of Gum.....	\$7.50	

FACTORY REBUILT

U Select It Candy Bar Machines **\$39.50**

One-Third Deposit, Balance C.O.D.

B. D. LAZAR CO.

1635 FIFTH AVENUE GRant 7818 PITTSBURGH, PA.

Last Commandos Arrive

LOS ANGELES—Friday, March 12th, was a big day for Jean Minthorne, Rock-Ola distributor for Southern California and Nevada, for on that day arrived the last shipment of Commandos he will receive until the war is over.

There were fifty machines in the shipment and added to those Jean already has in warehouses will provide enough machines for a few weeks of ordinary selling. The factory is completely sold out and the various distributors throughout the country have no surplus stocks.

"Looks like we'll be rationing Commandos," stated Jean, "for with our limited supply we'll have to parcel them out fairly to all of our customers."

Recent purchasers of Commandos include: Frank Navarro and Jim Alle for Los Angeles operating; Frank B. McCowen for Ocean Park and West Los Angeles; Glenn McCarter for Hemet; John Patrick for Santa Maria; A. M. Keene for Taft; Jack Arnold for Barstow, and California Music for Los Angeles. The last named firm has purchased over half a carload since the first of the year.

Tom Watling Passes

CHICAGO—Funeral services were held here March 6th for Tom Watling, 81, founder of the Watling Manufacturing Co., who died of a heart attack at his home here on the 3rd.

Watling spent more than 50 years in the coin machine business and along with Charles Fey was known as a true pioneer of the industry.

Surviving are five sons, Albert, Burns, John, Walter and William, and three daughters. John, the eldest, manages the Watling firm.

Spivak Joins Victor

CAMDEN—Charlie Spivak and his orchestra have signed to record for RCA Victor. The popular young maestro, known as "The Man Who Plays the Sweetest Trumpet in the World," and considered by many musicians as the greatest trumpet player to triple-tongue a scale, brings to the Victor recording list a band young in years but well-seasoned after extensive engagements at many of the country's top night clubs, dance halls, theaters, and many sustaining radio spots. And, equally important, the band is booked solid for the first half of this year.

* * *

There's nothing smoother than silk—unless it's the girl who wears it.

Capitol Thanks Gutshall

LOS ANGELES—Jack Gutshall of the Jack Gutshall Distributing Co., is proudly displaying a letter just received from Floyd Bittaker, Pacific Coast Salesmanager, Capitol Records, Inc., thanking him for the part he has played in making Capitol Records prime favorites with music machine operators.

"I want to take this opportunity of thanking you for the splendid business and cooperation which you have extended us in the sale of Capitol Records," wrote Bittaker. "After checking your purchases, I find that you have received several thousand of our recordings and it is indeed a pleasure to note that your turnover as well as complete representation of our line has been very gratifying. Your recommendations of our product plus the enthusiasm you have shown has made possible the complete coverage in music box entertainment that we greatly appreciate."

Nation Goes Excelsior

HOLLYWOOD — Every state in the Union has taken Excelsior Records unto itself and in the past few months the firm has shipped substantial quantities of Excelsior records to jobbers, distributors and operators in every state in the United States.

Excelsior discs feature the finest colored artists in new and original renditions. Otis Rene, president and recording mentor, is a song-writer of national reputation.

Rene attributes the tremendous sale of Excelsior Records entirely to THE REVIEW for the firm has never advertised in any other media.

Petrillo Plan Rejected

NEW YORK—James C. Petrillo's American Federation of Musicians and representatives of transcriptions and major recording companies have different ideas as to a feasible program for re-establishing recordings by union musicians and as a result the plans and terms outlined by Petrillo at a meeting with the majors on February 15th were promptly rejected.

In a lengthy letter to Petrillo stating reasons for rejecting the proposal, the companies maintained that the plan: (1) Obstructs Technical Progress, (2) Subsidizes Non-Employees, (3) Penalizes Employment and Use, and (4) Duplicates Government Relief.

Petrillo suggested that the recording companies pay an additional sum directly to the union over and above their regular payments to the musicians employed. This sum would be accumulated or disbursed at the union's uncontrolled discretion for the benefit of union members, regardless of whether they render any services or not to the recording companies. The recorders met this plan with the statement that "the destructive and dangerous fallacy of your proposal is that it assumes that a specific industry owes a special obligation to persons not employed by it—an obligation based only on such persons' membership in a union."

In rejecting the plan the recording companies concluded: "Pending Congressional authority for a plan which you yourself have termed 'absolutely new,' we suggest that you permit your members to return to work immediately and produce phonograph records which are sorely needed for both civilian and military morale. You know of course, that we stand ready to meet with you at all reasonable times when you have anything further to submit."

Upon receiving the rejection Petrillo released a statement that AFM members would stand pat on his original decision and not make any phonograph records until some program was worked out with the recorders for some sort of payment to the union.

New Capitol House Organ

HOLLYWOOD—"The Capitol" is the name of a new 4-page house organ being published twice a month by Capitol Records, Inc., to acquaint 6,000 record dealers, music operators, disc jockeys and reviewers of the new record releases on the Capitol label.

Edited by Dave Dexter, Jr., the publication is neatly turned out with a nice sprinkling of pictures of Capitol artists.



The new executive dining room of the Rock-Ola plant is becoming a favorite spot for business discussions at lunch time. Here pictured are Otto Mallegg, Jack Nelson, David C. Rockola, Rogerio Azcarraga and I. F. Webb ready to chew business problems between courses.

California

LOS ANGELES—Everyone in Western Coindom is breathing easier. The income tax deadline has passed and one more headache is erased for another year. Business in general continues brisk in all western trade outlets and jobbers and distributors alike report a steady sales curve that proves operators are not using the alibi route to keep from buying needed supplies and equipment but are scouring the field to obtain what they need to maintain their locations at peak operating condition.

The Arcade season is about to break out in earnest in this area. At the beaches the Arcade business has been moving along in customary winter fashion but with the approach of spring the business takes on new momentum and by late spring things are really humming where the salt water laps the shores. In-town Arcades and those spotted around army camps report business above the average and there is every indication that 1943 will be THE Arcade year.

In San Diego business continues way above average and terrific grosses are being registered each week. In the downtown area Harry Gordon has opened his scooter ride and installed several pieces of Arcade equipment to take care of the patrons who don't want to ride.

In Los Angeles from San Francisco was Eddie Brennan, manager of the General Music office in the North. Ernie reports that business is big in the bay area also and that the presence of soldiers, sailors, marines and defense workers with plenty of folding green is telling a pleasant story in cash box receipts.

Tony Brill made a jaunt up to Oxnard and Ventura the first of the month to look after his Arcade interests.

Louis Dunn, Monterey Park, is taking a course in tool making and will soon take a job in a defense plant.

Jean Minthorne reports his defense plant is ready to go on a 24-hour basis in order to turn out some of the huge orders that have come to him as a sub-contractor on war supplies. The factory is located on Venice Blvd. in L.A.

In from San Diego was Harold Presher to pick up some new pieces for his boom town spots.

John Patrick is doing a bang-up job with his new Commandos on his Santa Maria music locations. In addition to his machine operating Patrick also has the Mission Taxi Service in Santa Maria.

Paul Hirschler has taken delivery on ten new Commandos and is placing them on his former wired music spots in Pasadena.

Jimmie Jones of Southwestern Vending is touring the middle west in search of equipment for the local office. On the way east Jimmie contacted operators in Phoenix, El Paso, New Orleans and way points.

In at Paul Laymon's in recent weeks to make purchases were Mr. and Mrs. L. R. Gibson of Ogden, Utah; William Wolfe, E. A. Presher and Charles Peverly of Oxnard.

George Bucknum of San Diego, visited local jobbers and announced that he had purchased the route of O. H. Presher in San Diego.

Mr. and Mrs. J. A. Ewing, Bakersfield, took time off to come to the big town and introduce their new mechanic, Miss Edy Doughty. Edy is doing a good job on the Ewing machines, according to Slim.

Homer Gillespie, Arcade king with headquarters in Long Beach, keeps ever on the go in search of new moneymakers for his many Arcades.

Kenneth Mumm, Honolulu coinman, is on the mainland surveying the conditions existing here at present.

Out-of-towners visiting the various jobbing establishments in search of equipment included Ken Ferrier, Oxnard; L. L. Bennett, Pomona; Jake Everett, La Habra; Carl Collard, San Bernardino; Peter Thelan, Glendale; J. P. Knowles, Elbie Berson, Ted Brown and Bill Shafer, Bakersfield; Ollie Trevillian, Santa Barbara; Mrs. B. Giles, Monterey Park; Walter Schinkel and C. T. Presher, San Diego; Mrs. Ray Russell, Riverside; Harold Murphy, Indio; Lester Bellingshoff, San Bernardino; D. D. Patton, Turlock; Nate Mack, Las Vegas; Glenn McCarter, Hemet; Dick Arnold, Barstow; Berrie Kolda and W. H. Shorey, San Bernardino; and Frank Showalter, Santa Ana.

Remember Frank A. Allen? Could be they are talking of him when they ask what

San Francisco operator has romance in his heart and matrimony on his mind.

H. N. Swanson who recently moved here from New Hampshire, is on the row almost daily buying equipment for the operation he is establishing. This reporter spotted him huddled with Fred Gaunt at General on an equipment deal.

Johnny Nelson, Frank Root mechanic at Visalia, was in for a fling.

Bob Bard of Bard Music, had Jack Gutshall make a big installation for him locally the first of the month.

The Sheffler Brothers have vacated their two story building on Grand Avenue and the Reliable Nut Supply Co. has taken over the entire structure.

General Music is doing a nice job with their recently announced amusement machine division. A full line of consoles, slots, guns and tables is carried for the convenience of operators.

Percy Shields made a trip to Riverside on the 9th to pick up some equipment at March Field.

Harry Gordon, San Diego, made Jean Minthorne's his headquarters on a visit here. Harry is sub-distributor for Jean on Rock-Ola and was up to arrange for the shipment of more Commandos to his territory.

Word has been received that Ernie Bush of the J. & R. Amusement Co., Bakersfield, is improving following his recent hospitalization for flu.

Jack Gutshall loaded his car with coins on the 14th and drove to Lake Henshaw for a day of fishing.

C. O. Rigdon relates that the Henry Kaiser plant has turned Fontana into an operating paradise.

Several new employees have been added to the shop staff at Badger Sales.

Walter Ross, former Long Beach operator, is now connected with Gillespie Games in the Arcade business.

Marjorie Schlegel is back as secretary at General Music.

L. B. McCreary made a 5-day swing through the territory prior to the opening of the new amusement division of the E. T. Mape Music Co. Under the supervision of Percy Shields the new department will specialize in consoles, slots, guns, phonograph equipment, one balls and arcade pieces.

Jack Lipp, Arcade operator near Camp Elliott, made the rounds to pick up new machines for his spot.

Stanley Miller of the Wisconsin Novelty

COIN
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OPERATORS — DISTRIBUTORS
Before You Recondition Your Old Pin Games, Investigate—
KNOCK-OUT THE JAPS
The Sensational and Patriotic Conversion for Old Machines. An Entirely New and Fascinating Scoring Principle, Now Available With or Without Free Play Numbers.

Here is a tried and Proven Money Maker. A change-over that you can make right on location in less than five minutes. No skilled labor or tools required and no profits lost by tying up your machines. Now in our fourth month of production.

The New 12 color Jap Design on the Score Glass and the Two-Tone Illuminated Jap Bumper Caps transform that old game into a Dazzling - come hither creation.

If you have a KNOCK-OUT, GOLD STAR, SEVEN-UP or STRATOLINER you can not afford to miss this opportunity to fill your cash boxes.

Rush your order for at least a sample today and be the first in your territory to cash in.

VICTORY GAMES

2142 SOUTHPORT AVENUE

Your Total Cost
\$750 Per Set
Cash with Order.
F. O. B. Chicago, Ill.
Includes an entirely NEW SCORE GLASS and NEW GIANT SIZE ILLUMINATED JAP BUMPER CAPS.

CHICAGO, ILLINOIS

WANTED
CIGARETTE
MACHINE ROUTES

We are interested in the purchase of Cigarette Machine Routes of any size. Send us your listing of equipment, geographical area in which operation is established, total monthly sales and best cash price in first letter. All matters kept STRICTLY CONFIDENTIAL!

BOX 475
COIN MACHINE REVIEW
1115 Venice Blvd.
LOS ANGELES CALIFORNIA

To William Nathanson:

Welcome back to operating in Los Angeles, Nate. You have made a great many friends among the operators in the years you have spent in our Industry and I know they join with me in stating you are a most sincere individual... always holding the welfare of the Industry ahead of any personal gain. It simply proves your heart and soul are in our business and we're happy to welcome you home.

**"CURLEY" ROBINSON, Managing Director
Associated Operators of L. A. County**

Co., Kenosha, dropped in for a visit with Bill Happel at Badger Sales on the 12th. Miller is a quartermaster and is stationed near Ontario but expects to leave in a week for an unknown destination. In the service since the first of the year his Wisconsin operation is being taken care of by his four employees.

Hermie Cohen is back in Los Angeles after a visit to the Hamilton factory back in Minneapolis.

Mr. and Mrs. Roy Smith of the Desert Operating Co., Lancaster, visited Jean Minthorne and picked up some new Commandos for San Joaquin valley spots.

Bud Parr's famous Doberman Pincher, Baron, has joined the army. New arrivals at the Parr kennels include three beautiful pointers.

Joe Richarme drove up from Long Beach to discuss conditions with the local jobbers.

M. C. Edwards, San Bernardino, has installed 3 complete Rock-Ola central stations and lock-out boxes for his wired music in Las Vegas. Edwards has the town on an exclusive basis now for wired music. Forty-five units comprise the operation.

Archie Freeman, Oceanside, made the rounds the first of the month and loaded equipment.

Paul Simone has left the Gutshall service department for a defense job.

Mr. and Mrs. Tom Sullivan, Chicago, spent some little time with Laymons on a short visit here. Sullivan is an executive of the Sullivan-Nolan Advertising Co., which is refurbishing marble tables at present. Laymon handles the line locally.

F. C. Hardy, Oxnard, renewed acquaintanceships on the row the first of March. Marks the first time Hardy has been in town for some little time.

Mr. and Mrs. Frank Root, Visalia, came

in for new equipment and made the rounds of the gay spots. Root states his operating is in high gear in the Tulare county district and the presence of several camps is aiding grosses materially.

Sol Esfeld, president of the American Discounting Co., Seattle, flew in early in March to confer with Bill Happel and complete negotiations for financing several large Arcades in the Pacific Northwest. Equipment is being purchased from Badger and is being shipped to the Northwest from Los Angeles and Milwaukee just as rapidly as it can be packed.

Paul Blackford

Worn Record Sells Phono

LOS ANGELES—It took just one old worn out record to convince Milton Lange, Glendale, that the Rock-Ola Commando was the phonograph for him.

Lange had been talking with Jean Minthorne, Rock-Ola distributor for Southern California and Nevada, and suggested he bring a Commando over for a test. Jean did and promptly Milton brought out an old worn out record he had taken off of one of his other phonographs. "Now," says he, "if the Commando will play this old record without a sound of a scratch I'll believe all the palaver you've been handing me and—what's more, I'll give you an order for ten to start."

On went the record. Everyone held their breath but Jean—he knew what would happen and sure enough it did. The Commando played the record as beautifully as if it had been a brand new pressing.

Jean came home with the order for 10 Commandos.

* * *

"So your husband is a letter carrier?"
"Yes, he carries it for a week before he mails it."

Dixon Rejoins Gutshall

LOS ANGELES—Gene Dixon, reputed to be one of the best music mechanics and amplifier men on the Pacific coast, is back on duty at the Jack Gutshall Distributing Co. and has taken charge of the shop.

Dixon has had wide experience on all types of equipment and has gained a notable reputation amongst music men for the magic he has worked on ailing equipment.

Moran Buys Arcade

LOS ANGELES — Robert P. Moran, owner and operator of the Moran Penny Arcade in the Main street amusement zone, has acquired Pennyland Arcade and took over active management of this additional Arcade on March 15th.

Nathanson to Operate

LOS ANGELES—William Nathanson is returning to the operating field in Southern California after spending the past few years in Mexico improving his health.

To celebrate the occasion Nathanson's friends are carrying greetings in the April issue of THE REVIEW and already several manufacturers and prominent operators have sent in their copy.

Incidentally the April issue will be released on April 15th which is also Nathanson's 55th birthday anniversary so the tribute will play a dual purpose.

Sullivan Visits West

LOS ANGELES—Tom Sullivan of the Sullivan-Nolan Advertising Co., Chicago, arrived on the coast March 1st to confer with distributors handling his line of refurbished games in the west. Mrs. Sullivan accompanied him west.

Sullivan expressed himself as pleased with the reception his firm's refurbished games had received in the West.

Leaving Los Angeles he made a trip to San Diego before going north to San Francisco and back to Chicago. Mrs. Sullivan remained for a few weeks to enjoy Southern California's climate.

* * *

Milkman: Johnny, did you put water in the milk this morning?

New Assistant: Yes, sir.

Milkman: Don't you know that is wicked, Johnny?

New Assistant: But you told me to mix water with the milk.

Milkman: Yes; but I told you to put the water in first and pour the milk into it. Then, you see, we can tell the people we never put water in our milk.

* * *

"I'm in a terrible fix. My fiancee's mother and father saw me drunk on the street last night."

"Gracious, did they tell their daughter?"

"They must have. The first thing I knew I was married."

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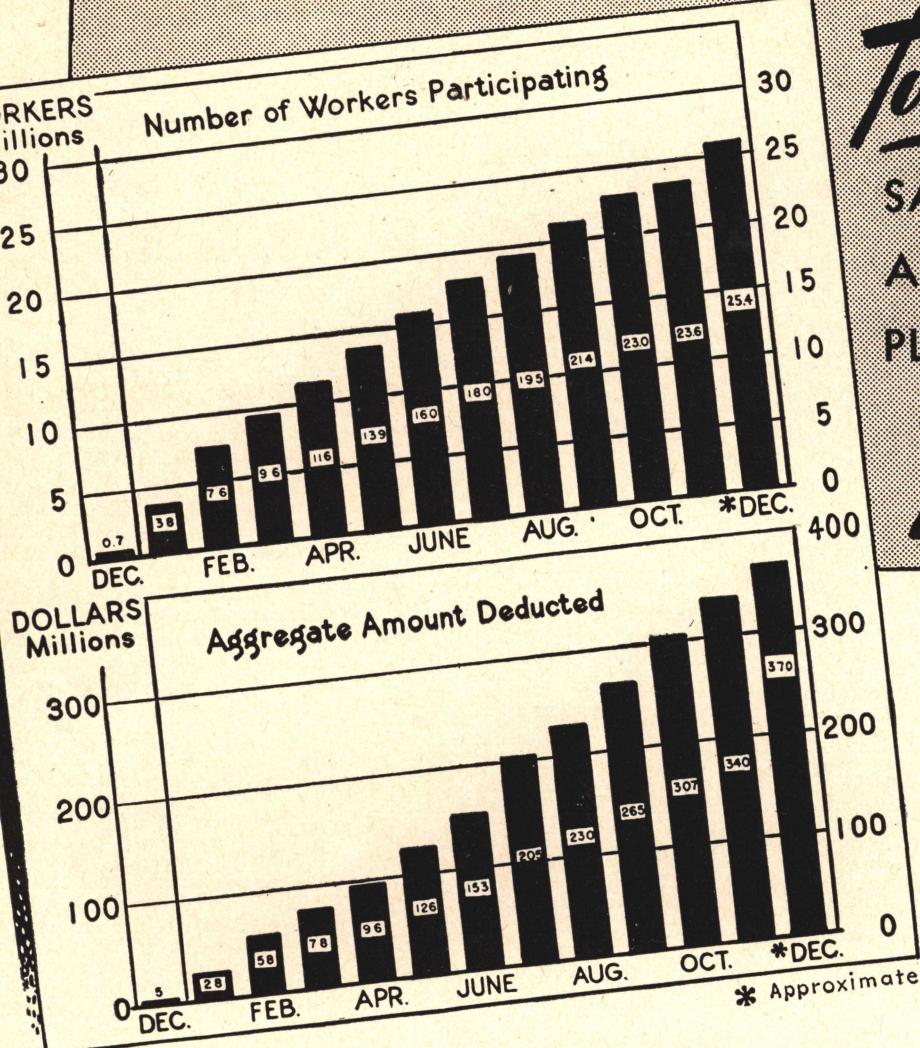
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Phonographs, phonograph routes, wall boxes. Write for prices. STARK NOVELTY, 611 Mahoning, Canton, Ohio. (JFM-P)

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Scales. Mills "New Accurate" big head models. Also, Watling Fortune and 500. Quote lowest CASH price. BABE LEVY, 2830 10th Court South, Birmingham, Alabama. (JFM-P)

WANTED

Northwestern 33's, 39's, Deluxe, Toppers and Esquires, 6 or 8 column Stoner Candy Machines. Equipment must be clean and priced right. Submit list of equipment to DAVIDSON BROTHERS, 5109 West Pico Blvd., Los Angeles, Calif. (MAM-C)

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I need and will buy for cash the following used Wurlitzer phonographs: 3 model 700, 3 model 500, 3 model 600, 3 model 61 and 6 model 750. State condition and very best price in first letter. LOUIS F. VELASCO, P. O. Box 586, Nogales, Arizona. (M-C)

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Sky Fighters and other Arcade equipment. Also slots and 22 ammunitions. Let us know what you have and the price. A. B. THOMSON, 1610 19th Avenue, Oakland, Calif. (M-P)

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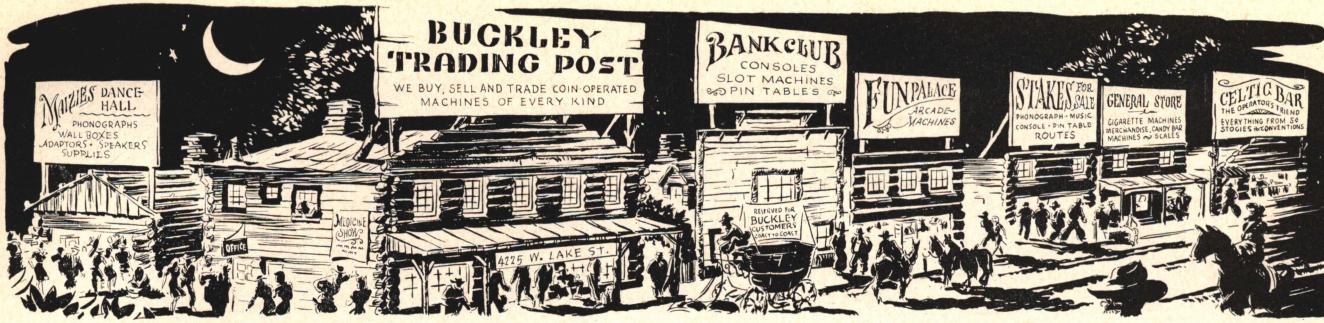
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